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# *Economic Impact of the St. Lawrence Parks Commission's Facilities on the surrounding area*



MINISTRY OF INDUSTRY AND TOURISM  
Province of Ontario, Parliament Buildings  
Toronto Canada  
Honorable John White, Minister  
D. J. Collins, Deputy Minister



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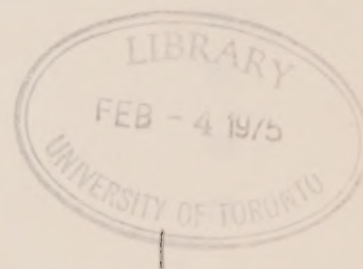
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Tourism and Recreation Studies Branch,  
Report. 72*

ECONOMIC IMPACT OF THE  
ST. LAWRENCE PARKS COMMISSION'S FACILITIES  
ON THE SURROUNDING AREA

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The Ontario Ministry of Industry and Tourism  
July 1972





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## INTRODUCTION

### a) Purpose of Survey

The primary objective of the survey was to ascertain the economic contribution which the St. Lawrence Parks Commission facilities make to the surrounding area. In addition to data on attendance patterns and visitor expenditures required for the primary economic investigation, the survey was designed to provide additional information on the origin of visiting parties and their socio-economic characteristics, and also to ascertain the effectiveness of Commission advertising by identifying how visitors became aware of the sites and the reasons for their visit.

Results of the survey indicate that the estimated visitor expenditure generated by the Commission in the economic impact area plus the Provincial Subsidy to the St. Lawrence Parks Commission amount to approximately \$10,490,000. Using an economic multiplier of 1.5, as estimated by the Ministry of Industry and Tourism, the multiplied benefits to the area are \$15,735,000. The Federal, Provincial and Municipal Taxes total 35 per cent which equals \$5,507,250 of these multiplied benefits. The 10 per cent Provincial share of the taxes generated amounting to \$1,573,500 exceeded the 1971 provincial subsidy to the Parks Commission by \$75,500.

### b) Methodology

A prerequisite of the study was to establish the economic impact area of the St. Lawrence Parks Commission sites. These sites



include the two historic sites of Old Fort Henry, Upper Canada Village, the parks and the golf course. This is defined as the area in which the aforementioned sites exert a direct economic influence which is both meaningful and measurable. By considering such factors as travel patterns, road infrastructure, population groupings and markets, this Ministry in conjunction with representatives from the St. Lawrence Parks Commission delimited the area as follows.

The economic impact area is the general area about 10 miles wide along Highways no. 401 and no. 2 on the Ontario side of the St. Lawrence River and stretching from the town of Adolphustown to the Ontario-Quebec border. (See Appendix II)

The related expenditures within this area due to the existence of the sites also had to be defined. These consist primarily of the visitor expenditures in the area on the day(s) of the visit until departure from the site, and secondly, on the operating and capital expenses of the Commission itself.

A systematic sample of 23 days was selected so as to cover the entire season, provide a sample for weekdays and weekend days, and give a representation of adult/family parties (adults with or without children), as well as organized youth/school groups by various types of sites (i.e. Upper Canada Village, Old Fort Henry, Parks/Campsite and Golf Course).





The specific interviewing plan is shown below:

<u>Date - 1971</u>	<u>Location/Site</u>
May 28 (Friday)	Upper Canada Village
May 29 (Saturday)	Glengarry
May 30 (Sunday)	Old Fort Henry
May 31 (Monday)	Adlophustown
June 17 (Thursday)	Long Sault Parkway East
June 18 (Friday)	Farran
June 19 (Saturday)	Upper Canada Village
June 20 (Sunday)	Brown's Bay
June 21 (Monday)	Old Fort Henry
July 14 (Wednesday)	Old Fort Henry
July 15 (Thursday)	Ivy Lea
July 16 (Friday)	Riverside & Cedar
July 17 (Saturday)	Morrison & Nairne
July 18 (Sunday)	Upper Canada Village
August 19 (Thursday)	Fairfield
August 20 (Friday)	Old Fort Henry
August 21 (Saturday)	Golf Course
August 22 (Sunday)	Charlottenburg
August 23 (Monday)	Upper Canada Village
August 24 (Tuesday)	Long Sault Parkway West
September 18 (Saturday)	Upper Canada Village
September 19 (Sunday)	Chrysler, Grenville
<u>Sampling Hours</u>	by <u>Location</u>
12:00 p.m. - 6:00 p.m.	Upper Canada Village, Golf Course
11:00 a.m. - 6:00 p.m.	Old Fort Henry
9:00 a.m. - 6:00 p.m.	Parks/Campsites

The sampling was done by means of verbal interviews conducted on an accidental quota basis that is, a non-fixed sampling interval was used. For the historic sites this meant interviewing the next party leaving the site after an interview had been completed. In the parks, after a party had been interviewed, the next occupied campsite in the case of campers, or the next occupied picnic table in the case of day users, was sampled.



Using the methodology described the number of questionnaires obtained by sites are listed below.

Adult/family parties	Old Fort Henry	154
	Upper Canada Village	172
	Parks	288
	Golf Course	25
Youth/school groups	Historic Sites	<u>20</u>
	Total	659

There are two types of universes defined in the sampling population. One type is the adult/family party (adults with or without children), as opposed to the second type, the organized youth/school groups. There was a limited number of respondents in the latter type of universe at the historic sites, as can be seen in the table above. For this reason Chapters Two and Three do not include these youth/school groups in the visitor characteristics. However, their average expenditure is used in Chapter Four to ascertain the total spending of visitors to the St. Lawrence Parks Commission sites.

It also should be noted at this time that some of the totals in this report do not add to 100 per cent due to rounding.





Chapter One

ATTENDANCE PATTERNS

1. Annual Attendance

The attendance figures for the St. Lawrence Parks Commission sites for the years 1962 to 1971 inclusive are shown in the accompanying table.

Yearly Attendance At The St. Lawrence Parks  
Commission Sites (In Persons)

Year	Old Fort Henry	Upper Canada Village	Parks Including Golf Course	Total	Per Cent Change
1962	170,321	250,575	1,336,604	1,757,500	-
1963	186,058	230,988	1,527,424	1,944,470	+10.6%
1964	184,474	217,464	1,637,488	2,039,426	+ 4.9
1965	207,238	224,600	1,863,581	2,295,419	+12.6
1966	213,318	227,754	2,390,185	2,831,257	+23.3
1967	234,885	352,949	2,840,150	3,427,984	+21.1
1968	159,107	263,981	1,900,644	2,323,732	-32.2
1969	164,988	266,866	2,577,295	3,009,149	+29.5
1970	173,103	291,155	2,561,037	3,025,295	+ 0.5
1971	187,363	323,433	2,630,701	3,141,497	+ 3.8

The attendance hit an Expo-inspired peak in 1967 of 3,427,984 visitors. However in 1968 there was a drastic drop in visitation of 32.2 per cent to 2,323,732 people. This decrease could be due to the natural motivational resistance to travel through the corridor of the St. Lawrence Parks Commission after the major attractive pull of Expo in 1967. A portion of this decrease may also be attributed to admission price increases in 1968, as listed on the following page.



Site	1968 Price	Amount of Increase Over 1967 Price
Old Fort Henry	\$2.00/adult	\$0.50/adult
Upper Canada Village	\$2.50/adult	\$0.50/adult
Parks	\$2.50/day	\$1.00/day

Since 1968 there have been yearly increases such that the 1971 total of 3,141,497 visitors is the second highest total over the past ten years next to that for 1967.

Over the nine yearly intervals, for which accurate attendance figures are available, the percentage increase is 78.7 or 8.7 per cent per year. If the per cent increase was compounded for these nine intervals the yearly percentage increase would be 6.7 per cent.

## 2. Monthly Attendance(\*)

The months of August and July stand out as being the busiest months, with 33.5 and 30.9 per cent, respectively, of all the visitors to the Commission or a total of 64.4 per cent (Table 1, Appendix I). When the month of June is included, with 18.1 per cent of the visitors, these three months account for a total of 82.5 per cent or 2,590,639 people.

### Total And Average Daily Visitation To The St. Lawrence Parks Commission Sites By Month, 1971

Month	Total Visitation (Persons)	Average Daily Visitation (Persons)
May	178,431	10,500
June	569,558	18,985
July	970,024	31,290
August	1,051,057	33,905
September	290,159	10,071
October	82,268	5,453
<b>Total</b>	<b>3,141,497</b>	<b>20,688</b>

(\*) See Appendix I, Tables 1-3, for greater detail



The number of U.S. Tourists, as discussed in Section 5, Chapter Two, could be a partial cause of the high visitation rates in the months of July and August.

Another factor could be the usage of the parks which accelerates rapidly in this time period. These campers and day users (i.e. picnicking) account for 83.2 per cent of all Commission visitors (Table 1, Appendix I) and thus their patterns affect the overall Commission figures to a great extent.

The average daily visitation by month (Table 3, Appendix I) displays the same type of pattern. The busiest months are, again, August, July and June with averages of 33,905, 31,290 and 18,985 visitors per day by month, respectively.

### 3. Weekday And Weekend Attendance(\*)

As can be seen by the accompanying table, and Graph 1, the weekend day and weekday visitation follows the same trend as that shown in the monthly visitation, in the preceding section. That is, the visitation peaks in July and August, then drops off again in September and October.

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(\*) Statistical Tables 4-10, Appendix I, provide additional data.

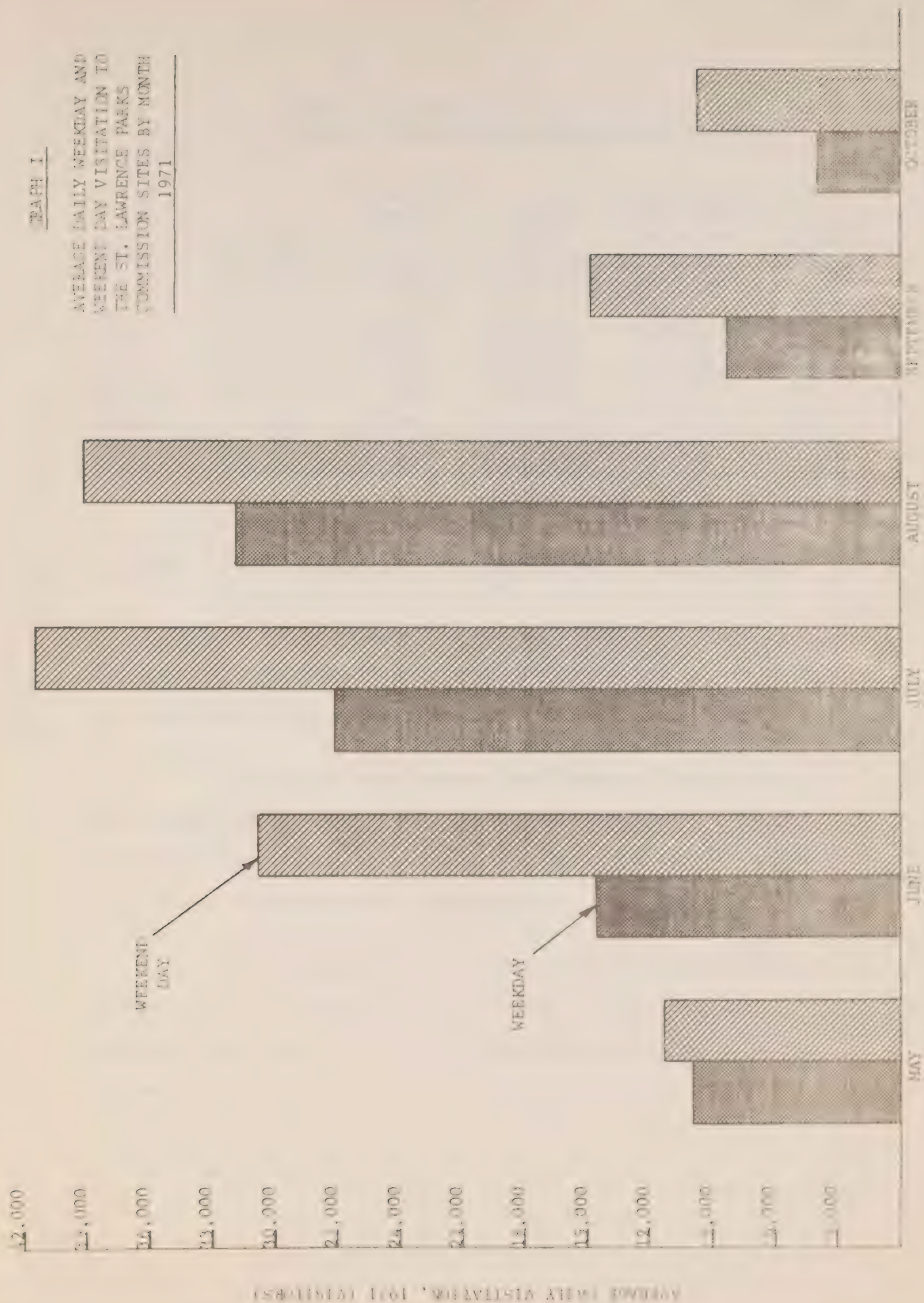




GRAPH I

AVERAGE DAILY WEEKDAY AND  
WEEKEND DAY VISITATION TO  
THE ST. LAWRENCE PARKS  
COMMISSION SITES BY MONTH

1971





Weekday And Weekend Day Visitation To The  
St. Lawrence Parks Commission Sites By Month, 1971

Month	Weekday Visitation (Persons)	Average Daily Weekday Visitation (1) (Persons)	Weekend Day Visitation (Persons)	Average Daily Weekend Day Visitation (2) (Persons)	(2)x100 (1)
May	109,770	9,980	68,661	11,466	115
June	322,854	14,675	246,704	30,838	210
July	597,296	27,149	372,728	41,414	153
August	699,961	31,816	351,096	39,010	123
September	175,210	8,329	114,949	14,860	178
October	43,023	3,901	39,245	9,749	250
Total	1,948,114	18,003	1,193,383	27,398	152

For all six months of the survey period the average daily visitation of the weekend days is higher than that of the weekdays.

The month of May has a lower than average index at 115. The organized youth/school group visitation on weekdays in this month is a major factor influencing this lower index value.

The months of June, September and October all have higher than average index values at 210, 178 and 250 respectively. The high proportion of short-term weekend visitors, due to the lack of vacation time, highly influences these index values.

The proportion of vacation visitors, utilizing both weekdays and weekend days, increases during the months of July and August. Thus the index values at 153 and 123 respectively are found to be near the average index value of 152.



## Chapter Two

### VISITOR CHARACTERISTICS

The description of visitor characteristics and activities deals mainly with adult/family parties. The youth/school groups visiting the historic sites are not included in this section due to the limited number of interviews obtained. The actual number of parties used in this chapter, are detailed in the next section.

#### 1. Party Composition

From information provided by the St. Lawrence Parks Commission and that obtained in the survey, a detailed breakdown of party composition by type of party and site was derived, as shown below.

#### Party Composition By Type Of Party And Site, 1971

Site and Type of Party	Average Party Size	Number of Parties	Number of Adults	Number of Children	Total
<u>Old Fort Henry</u>					
Adult/Family Parties(*)	3.85	43,700	112,050	56,237	168,297
Youth Groups	49.39	386	2,254	16,812	19,056
O.F.H. Sub-Total		44,086	114,314	73,049	187,363
<u>Upper Canada Village</u>					
Adult/Family Parties(*)	3.90	55,150	177,411	76,618	254,029
Youth Groups	71.48	971	8,204	61,200	69,404
U.C.V. Sub-Total		66,121	185,615	137,818	323,433
<u>Parks</u>					
Adult/Family Campers	3.98	112,479	262,076	185,590	447,666
Youth Groups Campers	33.73	62	247	1,844	2,091
Camping Sub-Total(*)		112,550	262,323	187,434	449,757
Day Use Groups	4.44	473,387	1,391,759	710,081	2,101,840
Picnic Groups	134.82	461	41,156	20,998	62,154
Day Use Sub-Total(*)		473,850	1,432,915	731,079	2,163,994
Parks Sub-Total		586,400	1,695,238	918,513	2,613,751
<u>Golf Course(*)</u>	3.53	4,800	16,950	-	16,950
<u>Total</u>	4.48	701,407	2,012,117	1,129,380	3,141,497

(\*) Note: These categories have been rounded to the nearest 50 parties.







The table on the previous page shows how visits to the Commission's sites are essentially a family excursion, i.e. husband, wife and children. It is also noteworthy to see the consistency of the average party sizes for the various sites.

The categories in the previous table denoted by an asterisk (\*) are the party totals that will be used in the following sections and are summarized in the table below.

Party Size And Composition By Site, 1971

<u>Site</u>	<u>Number of Adults</u>	<u>Number of Children</u>	<u>Number of Parties</u>	<u>Per Cent of Parties</u>
Old Fort Henry	112,060	56,237	43,700	6.2%
Upper Canada Village	177,411	76,618	65,150	9.3
Parks - Campers	262,323	187,434	112,550	16.1
- Day Users	1,432,915	731,079	473,850	67.7
				83.8%
Golf Course	16,950	-	4,800	0.7
<u>Total</u>	<u>2,001,659</u>	<u>1,051,368</u>	<u>700,050</u>	<u>100.0%</u>

The park visitors, (campers and day users), constitute 83.8 per cent of all parties, and therefore their characteristics will naturally dominate those of the historic sites and golf course visitors.

## 2. Origin

When the origin of visiting parties is examined on a selected urban area basis they are found to originate in the areas shown in the table on page 8 .



Origin Of Parties Visiting The St. Lawrence Parks  
Commission Sites, By Selected Urban Areas, 1971

Origin	<u>Old Fort Henry</u>			<u>Upper Canada Village</u>			<u>Parks</u>		
				<u>Campers</u>			<u>Day Users (1)</u>		
	Number of Parties	Per Cent of Parties	Per Cent of Parties	Number of Parties	Per Cent of Parties	Per Cent of Parties	Number of Parties	Per Cent of Parties	Per Cent of Parties
Ottawa	1,420	3.3%	4,033	14.0%	7,102	6.3%	8,161	1.7%	25,771
Toronto	5,392	12.3	4,925	7.6	11,154	9.9	21,556	4.5	43,027
Montreal	284	0.7	9,851	15.1	21,801	19.4	95,634	20.0	127,570
Rochester	1,136	2.6	756	1.2	506	0.5	-	0.0	2,398
Syracuse	1,136	2.6	378	0.6	-	0.0	7,393	1.5	8,907
New York City	2,552	5.8	378	0.6	506	0.5	7,201	1.5	10,637
Other	31,780	72.7	39,774	61.1	71,481	63.5	338,705	70.8	481,740
<b>Total</b>	<b>43,700</b>	<b>100.0%</b>	<b>65,150</b>	<b>100.0%</b>	<b>112,550</b>	<b>100.0%</b>	<b>478,650</b>	<b>100.0%</b>	<b>700,050</b>

(1) Includes golf course users.



At 18.2 per cent or 127,570 parties, Montreal is the most important urban area as a source of visitors to the sites. Although a significant number of parties from Montreal visit Upper Canada Village, the vast majority are park users. Toronto and Ottawa are next in importance at 6.1 and 3.7 per cent respectively. While the majority of visitors from these urban centers, utilize the parks they also contribute the majority of the visitors to the historic sites by urban areas.

To obtain the incidence of visitation, the projected number of visitors per urban area is multiplied by 10,000 and the product divided by the assessed population of said urban area. The figure obtained is the number of visitors to the sites per 10,000 people of the home region. The results are shown in the following table (See also Table 11, Appendix I).

Incidence Of Visitation By Selected  
Urban Areas

Origin	Per Cent of Visitors	Incidence of Visitors Per 10,000 Population
Ottawa	3.7%	2,343
Toronto	6.1	883
Montreal	18.2	2,346
Rochester	0.3	121
Syracuse	1.3	634
New York City	1.5	41
Other	68.9	-
Total	100.0%	-





On this basis Montreal is the most important origin area with an incidence of 2,346 visitors per 10,000 population. Ottawa is a very close second at 2,343 and Toronto is third at 883. Syracuse has a relatively high incidence of 634. This can be attributed to the promotion assessment study conducted by the Ontario Department of Tourism and Information last year. As part of this study approximately \$5,000 was spent on newspaper advertisements about the Commission in the Syracuse Herald American. This was the only United States city in which newspaper advertising pertaining to the Commission was done by this department.

The origins of all parties visiting the sites by province/ state, is shown in the table on page 11. Ontario is the major source at 55.8 per cent or 390,625 parties followed by Quebec at 27.0 per cent, or 189,255 parties. Canada accounts for a total of 84.5 per cent of all parties visiting the Commission's sites or an estimated 591,789 parties. The third largest source is the State of New York at 6.9 per cent. The incidences of visitation are calculated in the same manner as described previously with two exceptions. Instead of visitors, parties are used and instead of assessed population, assessed number of households was used. Thus the incidence is the number of visiting parties per 10,000 households of the home region. These incidences are shown in the table on page 13. (See also Table 12, Appendix 1)

Ontario, with an incidence of 2,092, is the most important origin area with Quebec second at 1,362, the State of New York third with a value of 81.



Origin of Parties Visiting The St. Lawrence Parks Commission  
Sites By Province/State, 1971

	<u>Old Fort Henry</u>			<u>Upper Canada Village</u>			<u>Parks</u>			

(1) Includes users of golf courses



Incidence Of Visitation By Province/State

<u>Origin</u>	<u>Per Cent of Parties</u>	<u>Incidence of Visiting Parties Per 10,000 Households</u>
Ontario	55.8%	2,082
Quebec	27.0	1,362
Manitoba	0.1	15
Rest of Canada	1.6	70
New York	6.9	81
Michigan	0.6	15
Ohio	0.7	14
Illinois	1.4	27
Pennsylvania	1.1	22
Rest of U.S.	4.5	7
Others	0.3	-
<hr/>		
Total	100.0%	-
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### 3. Occupation(\*)

The major occupational groups of all site visitor-party heads are shown in the following table.

Major Occupational Groups For All Site  
Visitor-Party Heads

<u>Occupation</u>	<u>Per Cent of Respondents</u>
Professional	19.0%
Manager/Owner	15.8
Labour (Skilled and Unskilled)	25.9
Student	14.9
Others (1)	24.5
Total	100.0%

(1) Includes sales, clerical, retired/householder, farmer and others.

At 25.9 per cent or 181,513 parties, the category of "Labour, (Skilled and Unskilled)" is the largest of these four major categories. The other three categories "Professional", "Manager/Owner" and "Student" are grouped at 19.0, 15.8 and 14.9 per cent respectively.

An indication of how these various occupations are represented is furnished in the following tables. One problem that should be noted at this time is that the survey results are based on the head of the party's occupation whereas the occupation breakdowns for the home regions for Ontario, Quebec and the United

(\*) Tables 13-16 in Appendix I provide greater detail.



States, are the occupations of the head of the household.

An index value of 100 in these tables indicates that a particular occupation is contributing a percentage of volume visitation to the sites proportionate to its percentage relationship within the distribution of occupations in the home region. A value below 100 suggests that the contribution is negatively disproportionate or under-represented and conversely a value over 100, positively disproportionate or over-represented.

The home regions, of "Rest of Canada" and "Other Foreign Countries" in all three tables, and "Quebec" in Old Fort Henry table, have been excluded due to the limited sample size obtained for these origin regions.

Indices For Intensity of Visitation For Occupation  
Categories, By Origin, Of Old Fort Henry Respondent  
Parties, 1971

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<u>Occupation</u>	<u>Ontario Residents</u>	<u>United States Residents</u>
Professional	404	249
Manager/Owner	274	127
Sales	154	80
Clerical	28	107
Labour, (Skilled and Unskilled)	76	100
Farmers	23	29
Others	17	43

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Indices For Intensity Of Visitation For Occupation  
Categories, By Origin, Of Upper Canada Village  
Respondent Parties, 1971

<u>Occupation</u>	<u>Ontario Residents</u>	<u>Quebec Residents</u>	<u>United States Residents</u>
Professional	283	479	419
Manager/Owner	151	48	103
Sales	194	292	53
Clerical	85	-	195
Labour (Skilled and Unskilled)	84	77	23
Farmers	85	26	139
Others	47	70	62

Indices For Intensity Of Visitation For Occupation  
Categories, By Origin, Of Park Respondent Parties, 1971

<u>Occupation</u>	<u>Ontario Residents</u>	<u>Quebec Residents</u>	<u>United States Residents</u>
Professional	212	301	427
Manager/Owner	111	211	42
Sales	158	150	107
Clerical	65	175	42
Labour (Skilled and Unskilled)	131	88	64
Farmers	7	-	-
Others	65	44	58





The "Professional" category is the only one that is over-represented for all of the sites regardless of origin. The "Sales" and "Manager/Owner" categories are each positively disproportionate in six instances. This over-representation is most apparent in the parks, regardless of origin, for the former category, whereas, the latter category is most markedly over-represented at Old Fort Henry.

While the "Others" category and "Farmers" with one exception are under-represented in all regions, there is no clearly discernible pattern for the "Clerical" and "Labour, (Skilled and Unskilled)" categories.

#### 4. Family Income(\*)

The average annual family income of all visiting parties to the St. Lawrence Parks Commission sites was \$9,560. There is, however, a significant difference between the average family incomes by the type of site visited.

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(\*) Further information is provided in Tables 17-20 (Appendix I)



Per Cent Of Respondents In Income Categories  
By Site Type, 1971

Family Income	Old Fort Henry	Upper Canada Village	Parks Campers	(1) Day Use	Total
Under \$6,000	6.7%	10.9%	7.8%	29.4%	22.8%
\$6,000 - \$7,999	11.3	15.8	20.6	17.1	17.2
\$8,000 - \$11,999	30.0	33.9	40.6	26.7	29.8
\$12,000 - \$14,999	26.0	20.6	16.0	19.0	19.1
Over \$14,999	26.0	18.8	15.1	7.8	11.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Average (2)	\$12,440	\$11,180	\$10,750	\$8,800	\$9,560

Note: (1) Includes golf course users.

(2) Rounded to the nearest \$10

The park day users have an average family income of \$8,800 well below that of the other visiting parties. Since 19.5 per cent of park day users are students (See Table 13, Appendix I), with low income levels, this naturally reduces the average family income below that for the sites where the student visitation is not as pronounced.

In addition the other site types attract larger percentages of the "Professional", "Manager/Owner" and "Labour" categories with their higher family income categories. Since the park day users account for 67.7 per cent (See Section 1 of this chapter), of all Commission visitor-parties, the average income of visitor-parties to all sites is going to be lower.

The largest number of parties, 203,928 or 29.8 per cent of the total, were in the "\$8,000 - \$11,999" category, followed by



22.8 per cent in the "Under \$6,000" category, and the high percentage in the latter is primarily due to the large number of park day users who were in this category.

Using the same methodology as was employed in the previous section on occupations, the accompanying tables were compiled showing the proportionality of the respondents' family incomes to the incomes of the families in the home regions. To reiterate, an index value of 100 indicates that a particular family income category is contributing a percentage of volume visitation to the sites proportionate to its percentage relationships within the distribution of family incomes in the home region. A value below 100, suggests that the contribution is negatively disproportionate or under-represented and conversely a value over 100, positively disproportionate or over-represented.

Indices For Intensity Of Visitation For Income Categories,  
By Origin, Of Old Fort Henry Respondent Parties

Family Income	Ontario Residents	United States Residents
Under \$6,000	31	19
\$6,000 - \$7,999	88	61
\$8,000 - \$11,999	109	87
\$12,000 - \$14,999	163	226
Over \$14,999	162	167





Indices For Intensity Of Visitation For Income Categories, By  
Origin, Of Upper Canada Village Respondent Parties

<u>Family Income</u>	<u>Ontario Residents</u>	<u>Quebec Residents</u>	<u>United States Residents</u>
Under \$6,000	34	42	43
\$6,000 - \$7,999	142	60	41
\$8,000 - \$11,999	86	177	112
\$12,000 - \$14,999	204	197	81
Over \$14,999	111	96	217

Indices For Intensity Of Visitation For Income  
Categories, By Origin, Of Park Respondent Parties

<u>Family Income</u>	<u>Ontario Residents</u>	<u>Quebec Residents</u>	<u>United States Residents</u>
Under \$6,000	67	22	27
\$6,000 - \$7,999	113	105	187
\$8,000 - \$11,999	115	177	59
\$12,000 - \$14,999	123	172	170
Over \$14,999	88	98	145

The respondents in the "\$12,000 - \$14,999" and "Over \$14,999" categories, representing a total of 30.2 per cent of all visiting parties were markedly over-represented in most of the home regions. The Old Fort Henry visitors were positively disproportionate in these two categories for all origins.

This is to be expected since the higher income occupations (professional, manager/owner, and labour) as noted in the previous section accounted for 60.7 per cent of all parties visiting the various St. Lawrence Parks Commission's sites.



The middle income categories of "\$6,000 - \$7,999" and "\$8,000 - \$11,999" do not exhibit any readily apparent trend with one exception. That exception is the "\$6,000 - \$7,999" category for the parks visitors which is over-represented for all three home regions. Since the majority of these parties were day users, (473,850 parties or 67.7 per cent from Section 1 of this chapter) this indicates that the participants in the usage of parks were predominantly from the middle income class.

All home regions for the "Under \$6,000" category were under-represented.

#### 5. Number of U.S. Visitors

A significant proportion of the high U.S. visitation figures to the St. Lawrence Parks is attributable to the large numbers of U.S. tourists who entered Ontario during the six months of the survey as shown in the table on the following page. This compares the number of U.S. visitors entering Ontario via Ports of Entry within the economic impact area (Cornwall, Lansdowne, Port Alexandria and Prescott), with the total number of U.S. visitors entering the Province. The figures were calculated by multiplying monthly U.S. vehicle totals (1) by the average party size of U.S. tourists entering Eastern Ontario as derived from the U.S. Auto Exit Study, 1969 (2).

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(1) Dominion Bureau of Statistics, Catalogue No. 66-001 Monthly, for May, June, July, August, September and October, 1971 and Travel Research Branch.

(2) Travel Research Branch, The Ontario Department of Tourism and Information, U.S. Auto Exit Survey, Summer 1969, Pg. 23



Number Of U.S. Tourists Entering  
Ontario By Month - May - October, 1971

Month	Entering Via Ports of Entry in Impact Area	Entering Via All Ports of Entry	Per Cent Entering Via Impact Area
May(*)	84,465	1,254,980	6.7%
June	176,676	2,740,200	6.4%
July	408,354	4,375,547	9.3%
August	358,122	4,361,737	8.2%
September	196,840	2,561,183	7.7%
October(*)	58,818	901,827	6.5%
Total	1,283,275	16,195,474	7.9%

(\*) The sites were not open everyday of these months and thus the number of tourists was adjusted accordingly.

Section 2 of this chapter indicates that 15.2 per cent or 474,683 visitors, (105,956 parties), to the St. Lawrence Parks Commission sites, originated in the United States. This is equivalent to 37.0 per cent of the U.S. tourists who entered Ontario through the ports of entry in the Commission's economic impact area (1,283,275) during the survey period. Thus the latter percentage is somewhat inflated since some of the U.S. visitors undoubtedly entered Ontario at points other than those in the impact area. However the above average number of tourists entering Ontario via the impact area ports, during the months of July and August, suggests that the Commission's sites exert an attractive pull upon the U.S. tourists at this time.





## 6. Average Length Of Stay(\*)

The campers at the Commission parks had the highest average length of stay in the economic impact area at 3.7 days with Old Fort Henry second at 1.1 days and Upper Canada Village third at 0.7 days.

### Average Length Of Stay By Site Type

Site Type	<u>Length of Stay</u>				
	Not Staying (Hours)	Overnight (Per Cent)	One or More Nights (Days)	(Per Cent)	Average (Days)
Old Fort Henry	2.8	53.8%	2.3	46.2%	1.1
Upper Canada Village	4.2	71.6	1.9	28.4	0.7
Parks - Campers	-	0.0	3.7	100.0	3.7
- Day Users	5.6	100.0	-	0.0	0.2
Golfers	6.4	100.0	-	0.0	0.3

In terms of length of stay the nature of the area surrounding the historic sites exerts an influence on visitor characteristics. The Kingston area, with a much greater urban area than is found near Upper Canada Village, offers more and better diversified attractions for visitors to Old Fort Henry. Thus it should be expected that the Fort visitors will exhibit a higher average length of stay than visitors to Upper Canada Village.

## 7. Accommodation Usage

Table 22 in Appendix I indicates that 73.5 per cent of the Commission's sites visitor-parties did not require any type of

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(\*) Table 21, Appendix I contains additional information.



accommodation. The largest single group of visitor-parties to the sites were day users of parks, 92.4 per cent of which did not require accommodation in the designated impact area. This is the primary reason why such a high percentage of visitor-parties did not require accommodation.

Of those requiring accommodation, an estimated 121,541 parties, or 17.4 per cent of the total, indicated the "Camping/Trailer Park" category which was the largest. Of these 121,541 parties, 112,550 parties or about 93 per cent of all campers camped at the Commission parks. Also a further 51,621 parties or 7.4 per cent, and 9,167 parties or 1.3 per cent used "Motel" and "Home of Friends/Relatives" accommodation respectively.

Type Of Accommodation Used By Site Type

Type of Accommodation	Old Fort Henry	Upper Canada Village	Parks Day Campers	Users <sup>(1)</sup>	Total
A. Home of Friends/Relatives	1.9%	1.7%	0.0%	1.5%	1.3%
B. Own Cottage	0.6	0.0	0.0	0.0	(*)
Cabin/Cottage, Rented	0.0	1.2	0.0	0.0	0.1
Sub-Total B.	0.6%	1.2%	0.0%	0.0%	0.1%
C. Hotel/Motel Hotel	1.9	0.0	0.0	0.0	0.1
Motel	27.3	16.9	0.0	6.1	7.4
Sub-Total C.	29.2%	16.9%	0.0%	6.1%	7.5%
D. Camping/Trailer Park	8.4	8.1	100.0	0.0	17.4
E. Other	0.6	0.0	0.0	0.0	(*)
F. Did Not Require Accommodation	59.1	72.1	0.0	92.4	73.5
Total - All Types of Accommodation	100.0%	100.0%	100.0%	100.0%	100.0%

(1) Golf course users are not included.

(\*) Less than 0.05%.



In comparing Old Fort Henry and Upper Canada Village, it can be seen that the major difference lies in the motel usage, wherein 27.3 per cent of the parties visiting the former indicated this category as compared to 16.9 per cent for the latter site. A possible explanation of this can be found in comparing the immediate service facilities available to both sites.

The Fort is immediately adjacent to the major urban centre of Kingston and thus motels are more plentiful. The village however, does not have this type of facility in such abundant numbers so the tendency would be to visit the site and then continue on until suitable accommodation was found.

This lack of an adjacent urban area with complementary attractions and service facilities is a partial explanation of why 53.9 per cent of the Village visitors state "to visit site" was their primary reason for being in the area as compared to only 14.1 per cent of the Fort visitors.<sup>(1)</sup>

As a means of illustrating the importance of the Commission on its adjacent economic impact area, consider the per cent of the total accommodation in this area, accounted for by parties visiting the Commission's sites. (The historic sites' visitor-parties, who use campgrounds, have been omitted since there isn't any indication whether they used Commission or private campgrounds.)

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(1) Table 25, Appendix I.



In this economic impact area there are 228 commercial establishments containing 4,956 rental units.<sup>(1)</sup> Since the Commission's sites being considered (Old Fort Henry, Upper Canada Village and Day Use of Parks) are open an average of 144 days,<sup>(2)</sup> this means that there is accommodation capacity of 713,664 unit-nights in the area. However, the estimated occupancy over this period was 60 per cent or 428,198 unit-nights.<sup>(3)</sup>

The estimated number of parties using these accommodations, is given in the table below.

Estimated Number Of Parties Visiting The  
Commission Sites That Used Commercial  
Accommodation, 1971 (\*)

<u>Type of Accommodation</u>	<u>Estimated Number of Parties</u>
Hotel, Motor Hotel	851
Motel	51,621
Cabin/Cottage, Rented	758
Total	53,230

(\*) Table 22, Appendix I.

Using the same conceptual approach as applied to expenditures in Chapter 4, (i.e. limited in time and space to the

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- (1) "Ontario Accommodation Guide," Department of Tourism and Information, Toronto, 1971.
  - (2) Table 2, Appendix I.
  - (3) "Tourist Establishment Occupancy in Ontario, 1971", Report No. 67, Travel Research Branch, Ontario Department of Tourism and Information, Toronto.





day of the visit and within the economic impact area), these 53,230 parties can be translated into 53,230 party-nights. Assuming one party occupies one unit, this means that 12.4 per cent of the occupancy of the commercial accommodations in the economic impact area during the operation of the Commission sites can be attributed to visitors to these sites.



Chapter Three

VISITOR AWARENESS OF ST. LAWRENCE PARKS COMMISSION SITES

1. Initial Awareness Of Sites<sup>(1)</sup>

The recommendation of friends and relatives was the primary means (44.7%) by which visitors obtained an initial interest in the Commission sites.

"Other, (Uncategorized)" reasons were the second largest quantitatively, indicated by 28.1 per cent of the visitors. These include such diverse reasons as the respondents' knowing of the site by having lived in the region previously or through learning of the historic sites in school. However, the survey indicated that the majority of these visitors became aware of the Commission's existence through brochures or travel guides, either obtained in advance or picked up en route.

Signs along the highway denoting or giving directions to specific sites are classified as the "En Route" category. It is the third largest at 13.5 per cent in total.

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(1) Tables 23, 24, Appendix 1 provide additional data.



Reason For Initial Interest By Site Type

Reason	Old Fort Henry	Upper Canada Village	Parks Campers	Day Users (1)	Total
Recommended by Friends/ Relatives	22.1%	50.0%	32.6%	48.8%	44.7%
En Route	22.7	7.0	26.7	10.5	13.5
Others (Uncategorized)	26.0	14.5	15.4	33.1	28.1
Others (Categorized)(2)	21.5	20.4	24.9	3.0	9.3
Don't Know	7.8	8.1	0.5	4.5	4.4
Total	100.0%	100.0%	100.0%	100.0%	100.0%

(1) Includes golf course users

(2) See Table 23.

When the reasons for initial interest in the Commission are broken down by origin, as in the following table, significant variations are immediately apparent.

Of the Ontario visitors, 41.3 per cent listed the "Others (Uncategorized)" category as their reason for initial awareness of the Commission. As mentioned before, it is difficult to pinpoint the method by which many of these visitors learned of the sites' existence.





Reason For Initial Interest By Origin<sup>(1)</sup>

Reason	Ontario Residents	Quebec Residents	United States Residents	Total
Recommended by				
Friends/Relatives	38.1%	66.6%	26.1%	44.4%
En Route	8.3	21.3	21.6	13.9
Others (Uncategorized)	41.3	2.9	26.1	28.4
Sub-Total A	(87.7%)	(90.8%)	(73.8%)	(86.4%)
Travel Agent	0.0	0.0	0.3	(*)
Government T.O.	0.8	5.5	8.9	3.3
Sub-Total B	(0.8%)	(5.5%)	(9.2%)	(3.3%)
Movie	0.0	0.0	0.3	(*)
Magazine advertisement	3.1	1.3	7.8	3.3
Paper advertisement	0.4	0.6	7.6	1.6
Magazine article	0.5	0.4	0.5	0.5
T.V. advertisement	0.4	0.3	0.0	0.3
Radio advertisement	0.0	0.2	0.4	0.1
Sub-Total C	(4.4%)	(2.8%)	(16.6%)	(5.8%)
Don't Know	7.2	0.8	0.5	4.4
Total	100.0%	100.0%	100.0%	100.0%

(1) Golf course users are not included. See Table 24, Appendix I.  
 (\*) Less than 0.05%

Two thirds of the Quebec visitors (66.6%) learned of the sites by word of mouth from friends and/or relatives. The United States respondents, however, have the lowest number of respondents in the aggregate of "Recommended by Friends/Relatives", "En Route", and "Others (Uncategorized)", at 73.8 per cent.

Not surprisingly, the most significant aspect of the United States residents' initial interest, is the relatively large percentage learning of the Commission through all media advertising. At 16.6



per cent it is nearly four times as large as the Ontario residents percentage, which at 4.4 per cent is next highest. The high incidence of visitors from Syracuse resulting from a newspaper advertising campaign in the city, (see Chapter Two, Section 2), further illustrates the importance of advertising in the United States.

## 2. Reasons For Visiting the Commission's Sites<sup>(1)</sup>

The table on the following page provides a summation of the main reasons or purpose of visitation to Commission sites by respondents.

An estimated 90.0 per cent of all respondents stated that their primary purpose in being in the Commission area was for pleasure. The significant feature of the outdoor activities is that the majority of the Old Fort Henry visitors, and parks campers were vacationing in the area and the visit to the site was of secondary importance.

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(1) Further statistical data is provided in Table 25-27, Appendix I.



Primary Reason For Visit By Site Type

Reason	Old Fort Henry	Upper Canada Village	Parks Campers	Day Users (1)	Total
<u>A. Pleasure</u>					
1. Visit friends/ relatives	3.4%	3.0%	0.9%	1.5%	1.7%
2. Outdoor activities					
- vacationing	73.2	37.3	59.5	9.3	23.9
- visit site	14.1	53.9	16.2	77.3	61.4
- camping	1.3	1.2	17.6	0.0	3.0
Total 2.	88.6%	92.4%	93.3%	86.6%	88.3%
Sub-Total A	92.0%	95.4%	94.2%	88.1%	90.0%
<u>B. Business</u>	0.7	2.4	0.0	0.0	0.3
<u>C. Other</u>	7.4	2.4	5.9	11.8	9.7
Sub-Total B, C	8.1%	4.8%	5.9%	11.8%	10.0%
Total - All Reasons	100.0%	100.0%	100.0%	100.0%	100.0%

(1) Includes golf course users.

The historic site of Upper Canada Village seems to be the best known, however, with 53.9 per cent choosing the reason "to visit site" for being in the area. The scarcity of complementary recreation facilities, as mentioned previously, could also explain this relatively high percentage. This would suggest that Old Fort Henry and the campgrounds could be advertised more than they have been in the past.

Due to the high repeat visitation attraction of the parks, it is logical that such a high percentage (77.3%) of these visitors would be at the sites to utilize the facilities for day use activities.



For the camping parties visiting the parks, the "visit site" and "camping" categories could be grouped, to show a total of 33.8 per cent of the parties desiring to camp. They are differentiated however, since 16.2 per cent wanted to camp at a specific Commission park, whereas 17.6 per cent wanted to camp but their destination did not have to be a Commission park.

The primary reason for visiting the sites by origin is shown in the following table. The majority of the Ontario and Quebec residents at 73.0 and 72.1 per cent respectively gave "to visit site" as their main reason for being in the region. The United States residents, however, are in the area primarily for a vacation (67.5%), and the visit to the sites is of secondary importance.

The respondents from Quebec and the United States had relatively high percentage values in the "Others" category at 13.3 and 22.2 per cent respectively. The majority of these respondents indicated that they were just passing through. This indicates that the Commission was not a final destination for most of these respondents.





Primary Reason for Visits By Origin, 1971<sup>(1)</sup>

Reason	Ontario Residents	Quebec Residents	United States Residents	Total
<u>A. Pleasure</u>				
1. Visit Friends/Relatives	0.6%	0.2%	0.6%	0.5%
2. Outdoor activities				
- vacationing	20.1	6.6	67.5	23.7
- visit site	73.0	72.1	8.6	62.8
- camping	1.4	7.8	1.1	3.1
Total 2.	94.5	86.5	77.2	89.6
Sub-Total A	95.1	86.7	77.8	90.1
<u>B. Business</u>	0.3	0.0	0.0	0.2
<u>C. Others</u>	4.6	13.3	22.2	9.8
Sub-Total B, C	4.9	13.3	22.2	10.0
Total - All Reasons	100.0%	100.0%	100.0%	100.0%

(1) Golf Course users are not included. See Table 26, Appendix I.

Secondary Reason For Visit By Site Type

Reason	Old Fort Henry	Upper Canada Village	Parks Campers	Day Users <sup>(1)</sup>	Total
<u>A. Pleasure</u>					
1. Visit Friends/Relatives	2.0%	1.8%	1.8%	1.6%	1.6%
2. Outdoor activities					
- vacationing	5.4	11.2	10.4	18.8	15.8
- visit site	17.5	15.4	14.4	9.4	11.3
- camping	0.0	0.6	10.4	0.0	1.7
Total 2.	22.9%	27.2%	35.2%	28.2%	28.8%
Sub-Total A	24.9%	29.0%	37.0%	29.8%	30.4%
<u>B. Business</u>	0.7	0.0	0.5	0.0	0.1
<u>C. Pilgrimage</u>	0.0	0.6	0.0	0.0	0.1
<u>D. Other</u>	4.7	3.0	4.5	1.6	2.4
Sub-Total B, C, D	5.4%	3.6%	5.0%	1.6%	2.6%
<u>E. Did Not Give Secondary Reason</u>	69.8	67.5	58.1	68.8	67.0
Total - All Reasons	100.0%	100.0%	100.0%	100.0%	100.0%

(1) Includes golf course users. See Table 27, Appendix I.



The table on the previous page gives the respondent's secondary reasons for visiting the various sites. A total of 67.0 per cent of the respondents did not give any secondary reasons for visiting the Commission region. Of the remaining respondents the "Outdoor activities" category accounts for 28.8 per cent with "vacationing", "visit site", and "camping" at 15.8, 11.3 and 1.7 per cent respectively.

### 3. Previous Visitation To Sites(1)

The following table gives the ratio of first time to repeat visitors and the average number of visits by the type of site.

Number Of Visits By Type Of Site

Visitation	Old Fort Henry	Upper Canada Village	Parks	Total	Per Cent
First Visit	30,644	42,045	142,433	215,122	30.9%
Repeat Visitation	13,056	23,105	443,967	480,128	69.1%
Total	43,700	65,150	586,400	695,250	100.0%
Average Number Of Visits For All Visitors	1.58	1.71	8.50	7.43	
Average Number Of Visits For Repeat Visitors	2.94	3.00	10.91	10.31	

The first time visitors accounted for 30.9 per cent of the total number of respondents, which indicates a most favourable ratio in comparison to repeat visitors. Also the average of about

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(1) See Table 28, Appendix I for details.



three previous visits for repeat visitors to the historic sites denotes a satisfactory site-experience.

The higher repeat visitation rate for parks is expected since, the parks, when used for camping or day use activities do not lose their attraction as quickly as the historic sites.

#### 4. Visitor Comments(1)

The visitor-parties were asked their opinions of the various St. Lawrence Parks Commission sites that they had visited. They were broken down into positive and negative comments and are summarized in the table below.

Number And Per Cent Of Positive And  
Negative Comments By Site Type, 1971

Site Type		Positive Comments	Negative Comments	No Comments	Total
Old Fort Henry	(No.)	50	6	98	154
	(%)	32.5	3.9	63.6	100.0
Upper Canada Village	(No.)	92	20	60	172
	(%)	53.5	11.6	34.9	100.0
Parks	(No.)	107	71	110	288
	(%)	37.2	24.7	38.2	100.0
<hr/>					
Total	(No.)	249	97	268	614
	(%)	40.6	15.8	43.6	100.0

The comments which must be given the most consideration are the negative ones.

For the historic sites 26 respondents out of the 326

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(1) Appendix III has further detail.





interviewed or approximately eight per cent gave negative comments, and of these, "admission was too high", with eight respondents (2.5%) was the dominant one.

Of the respondents visiting the parks, 71 or 24.7 per cent, had negative comments. These negative comments can be divided into those criticizing existing facilities and those asking for more facilities, as shown in the table below.

Negative Comments Of Respondents Visiting Parks

<u>Criticism of Existing Facilities</u>		<u>Demand for Additional Facilities</u>	
Water tastes bad	15	Need showers	23
Noisy at night	3	More hydro outlets	9
Better bathrooms	2	Need outside water tap	8
Washrooms small	2	More hookups for trailers	4
Too expensive	2	Electricity	4
Too much traffic	2	More restrooms	3
Confectionary not efficient	1	More signs	2
Too civilized	1	Playgrounds	2
Firewood wet	1	Need barbeques	1
Firewood should be free	1	Grocery store	1
Missing picnic tables	1	Lifeguard	1
<u>Total(*)</u>	<u>31</u>	<u>Total(*)</u>	<u>58</u>

(\*) Due to multiple response totals for these two categories exceed total shown in Appendix III.



The majority of these respondents want additional facilities of showers, electrical, water and sewage hookups. The major criticism of existing facilities concerns the quality of the potable water source at these parks suggesting inadequate treatment of the water.

The magnitude of these negative comments is such that these questions should be dealt with in the near future.



Chapter Four

VISITOR EXPENDITURES

1. Visitor Categories(1)

The visitor expenditures as described in the methodology section, are limited spatially and by time. They are defined as the expenditures in the Commission's economic impact area (Appendix II) on the day(s) of the visit until departure from the site.

The expenditure patterns are described by origin and whether or not accommodation was required, as follows:

- 1) Ontario
- 2) Rest of Canada
- 3) U.S. & Other Foreign Countries

with each origin being subdivided according to the accommodation requirements of the visitors. The number of visitor-parties of these categories is shown in the following table.

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(1) See Tables 29-37 for further details.



Number Of Parties By Site Type,  
Accommodation Requirements And Origin

<u>Accommodation</u> <u>Requirements By Site Type</u>	<u>Ontario</u>	<u>Rest Of Canada</u>	<u>U.S. &amp; Other Foreign Countries</u>	<u>Total</u>
<u>Old Fort Henry</u>				
Required	6,243	1,704	9,930	17,877
Not Required	9,080	1,136	15,607	25,823
Youth/School Groups (1)	-	-	-	386
Sub-Total	15,323 (35.1%)	2,840 (6.6%)	25,537 (58.3%)	44,086 (100.0%)
<u>Upper Canada Village</u>				
Required	12,121	3,409	2,651	18,181
Not Required	20,453	15,153	11,363	46,969
Youth/School Groups (1)	-	-	-	971
Sub-Total	32,574 (50.0%)	18,562 (28.5%)	14,014 (21.5%)	66,121 (100.0%)
<u>Parks</u>				
Campers	60,838	33,464	18,248	112,550
Day Users	279,970	143,610	50,270	473,850
Sub-Total	340,808 (58.1%)	177,074 (30.2%)	68,518 (11.7%)	586,400 (100.0%)
<u>Golfers</u> (1)	-	-	-	4,800
<u>Total</u> (1)	388,705	198,476	108,069	701,407

(1) The youth/school groups and golfers were not broken down by origin. Thus the sub-totals for each site, by origin, do not add to the total number of parties visiting the site. Similarly the total shown for the three origin areas do not add to the total number of parties visiting all sites since golfers and youth/school groups are not included.

A limited sample size of the organized youth/school groups visiting the historic sites precluded their inclusion in the two preceding chapters. Their average expenditure per party is included in this chapter so that the total impact of all visitors to the Commission sites can be calculated.





## 2. Average Expenditures By Category

The average expenditures per party for these categories were then extracted from the survey data and are shown in the following two tables.

### Average Expenditures Per Party Per Length Of Stay, By Site Type, Accommodation Requirements, And Origin

Accommodation Requirements By Site Type	Ontario	Rest Of Canada	U.S. & Other Foreign Countries	Total
<u>Old Fort Henry</u>				
Required	\$31.05	\$37.50	\$37.60	\$35.30
Not Required	12.34	10.00	15.93	14.40
Youth/School Groups	-	-	-	82.47
O.F.H. Average	\$19.96	\$26.50	\$24.34	\$23.48
<u>Upper Canada Village</u>				
Required	\$36.66	\$31.33	\$25.29	\$34.00
Not Required	14.45	14.76	13.73	14.39
Youth/School Groups	-	-	-	82.47
U.C.V. Average	\$22.73	\$17.83	\$15.92	\$20.78
<u>Parks</u>				
Campers	\$40.50	\$37.21	\$28.03	\$37.49
Day Users	4.26	5.13	4.39	4.54
Parks Average	\$10.73	\$11.19	\$10.68	\$10.86
<u>Golfers</u>	-	-	-	\$44.13
<u>Total Average</u>	<u>\$12.10</u>	<u>\$12.03</u>	<u>\$14.59</u>	<u>\$12.82</u>



Average Expenditures Per Party By  
Accommodation Requirements And Site Type

<u>Site Type</u>	<u>Required</u>	<u>Not Required</u>	<u>Average</u>
Old Fort Henry	\$35.30	\$15.40(*)	\$23.48
Upper Canada Village	34.00	15.77(*)	20.78
Parks - Campers	37.49	-	37.49
- Day Users	-	4.54	4.54
Golfers	-	44.13	44.13
<hr/>			
Average	\$36.80	\$ 6.37	\$12.82

(\*) Includes organized youth/school groups.

3. Total Estimated Expenditures

The multiplication of the number of parties times the average expenditure per party in each of the categories produces the total visitor expenditure in these same categories.



Expenditure Totals By Site Type,  
Accommodation Requirements, And Origin (1)

<u>Expenditures By Site Type</u>	<u>Ontario</u>	<u>Rest of Canada</u>	<u>U.S. &amp; Other Foreign Countries</u>	<u>Total</u>
<u>Old Fort Henry</u>				
Required	\$ 194,000	\$ 64,000	\$ 373,000	\$ 631,000
Not Required	112,000	11,000	249,000	372,000
Youth/School Groups	-	-	-	32,000
Sub-Total (2)	\$ 306,000	\$ 75,000	\$ 622,000	\$1,035,000
<u>Upper Canada Village</u>				
Required	\$ 444,000	\$ 107,000	\$ 67,000	\$ 618,000
Not Required	296,000	224,000	156,000	676,000
Youth/School Groups	-	-	-	80,000
Sub-Total (2)	\$ 740,000	\$ 331,000	\$ 223,000	\$1,374,000
<u>Parks</u>				
Campers	\$2,464,000	\$1,245,000	\$ 511,000	\$4,220,000
Day Users	1,193,000	737,000	221,000	2,151,000
Sub-Total	\$3,657,000	\$1,982,000	\$ 732,000	\$6,371,000
<u>Golfers (2)</u>	-	-	-	\$ 212,000
<u>Total (2)</u>	<u>\$4,703,000</u>	<u>\$2,388,000</u>	<u>\$1,577,000</u>	<u>\$8,992,000</u>

(1) Rounded to the nearest \$1,000.

(2) The expenditure sub-totals, by site and in total, for the three origin areas will not add to the total expenditure by all visitors to the site(s) since the youth/school groups and golfers expenditures are not broken down by origin.

A listing of the expenditure, by site, as shown on the following page, indicates that the campers contributed the largest segment of the total commission visitor expenditures at 46.9 per cent, with the day users second at 23.9 per cent. This means that the Parks' visitor-parties, regardless of type of use, account for 70.8 per cent of the total expenditure.





Estimated Total Expenditure By Visitors Within Delineated  
Economic Impact Area, By Site Type

Site	Estimated Expenditure	Per Cent
Old Fort Henry	\$1,035,000	11.5%
Upper Canada Village	1,374,000	15.3
Parks - Campers	4,220,000	46.9}
- Day Users	2,151,000	23.9}
Golf Course	212,000	2.4
Total	\$8,992,000	100.0%

4. Economic Impact

The following figures indicate the significance of visitor expenditures in the economic impact area:

1971	Total Retail and Service Trades:	\$338,942,000 <sup>(1)</sup>
1971	Total Visitor Expenditure:	\$ 82,227,000 <sup>(2)</sup>
1971	Commission Visitor Expenditures:	\$ 8,992,000

Thus, although Commission site visitors only contribute about 2.7 per cent of the total retail and service trade expenditures in the economic impact area, they do account for almost 11 per cent of the total visitor expenditures in the area.

The impact of recreation spending is only part of the overall benefit to the local economy. Another segment is produced by the operational and capital costs of the Commission facilities in wages, goods, and services. In 1971 the Commission had an operating budget

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- (1) D.B.S., Cat. No. 95-518 "Service Trades", 1961  
D.B.S., Cat. No. 97-643 "Service Trades", 1966
  - (2) The Financial Post "Survey of Markets, 1971"  
Estimated by Tourism and Recreation Studies Branch,  
Ministry of Industry and Tourism.



of approximately \$3,346,000, while it's revenue from entrance fees, concession rentals, and souvenir sales was approximately \$1,848,000. The net effect of this is that the Ontario Government subsidized the St. Lawrence Parks Commission to the extent of \$1,498,000. If the amount of the subsidy is added to the total estimated visitor expenditure of \$8,992,000, the total input of dollars into the economic impact area is as follows:

<u>Total Visitor Expenditure</u>	<u>Total Provincial Subsidy</u>		<u>Total Local Input Expenditure</u>
\$8,992,000	+ \$1,498,000	=	\$10,490,000

To fully appreciate the importance of the Commission sites to the economic impact area, it is necessary to apply a local economic multiplier to this initial expenditure.

Since there is considerable leakage from the impact area due to purchases of goods and services outside of said area, a conservative economic multiplier of 1.5<sup>(1)</sup> has been applied, (compared with a provincial multiplier of 2.5 - 3.0), resulting in the following total benefits:

$$\$10,490,000 \times 1.5 = \$15,735,000$$

#### 5. Tax Revenue Generated

The taxation generated at the three levels of government is approximately:

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(1) Estimated by Tourism and Recreation Studies Branch, Ministry of Industry and Tourism.



Federal	20%
Provincial	10%
Municipal	$\frac{5\%}{35\%}$ (1)

Therefore the taxes generated by the multiplied benefit of the visitor expenditures and provincial subsidy are:

<u>Level of Government</u>	<u>Economic Impact Area</u>
Federal	\$3,147,000
Provincial	\$1,573,500
Municipal	<u>\$ 786,750</u>
	\$5,507,250

#### 6. Conclusion

It can be seen that the provincial taxes generated from the visitor expenditures are greater than the amount that the government subsidized the Commission. In addition, approximately \$10,228,000 left in the area after taxes on the \$15,735,000, is a valuable stimulus to the local economy.

Although the amount of local employment generated by the commission sites cannot be accurately quantified, it is evident that in terms of the amount of expenditure they generate, the St. Lawrence Parks Commission facilities are a definite asset to the impact area and contribute a net surplus to the provincial treasurer.

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(1) Source: Ontario Department of Treasury and Economics



APPENDIX I

STATISTICAL TABLES





TABLE 1

NUMBER OF VISITORS TO THE ST. LAWRENCE  
PARKS COMMISSION SITES BY MONTH, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE	TOTAL (NUMBER)	(PER CENT)
MAY	9,981	24,533	142,749	1,168	178,431	5.7%
JUNE	24,003	67,664	474,531	3,360	569,558	18.1
JULY	68,368	91,306	805,633	4,717	970,024	30.9
AUGUST	73,043	93,001	880,819	4,194	1,051,057	33.5
SEPTEMBER	11,968	34,644	240,904	2,643	290,159	9.2
OCTOBER	.-	12,285	69,115	868	82,268	2.6
TOTAL (NUMBER)	187,363	323,433	2,613,751	16,950	3,141,497	100.0%
(PER CENT)	6.0%	10.3%	83.2%	0.5%	100.0%	



TABLE 2

NUMBER OF DAYS THE ST. LAWRENCE PARKS COMMISSION  
SITES WERE OPEN, BY MONTH, 1971

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MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE
MAY	17	17	17	16
JUNE	30	30	30	30
JULY	31	31	31	31
AUGUST	31	31	31	31
SEPTEMBER	15	30	30	30
OCTOBER	0	15	15	24
TOTAL	124	154	154	162



TABLE 3

AVERAGE DAILY VISITATION, PER MONTH, BY  
ST. LAWRENCE PARKS COMMISSION SITE TYPE, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE	TOTAL
MAY	587	1,443	8,397	73	10,500
JUNE	800	2,255	15,818	112	18,985
JULY	2,205	2,945	25,988	152	31,290
AUGUST	2,356	3,000	28,414	135	33,905
SEPTEMBER	798	1,155	8,030	88	10,071
OCTOBER	-	819	4,608	36	5,463
AVERAGE FOR ALL MONTHS	1,511	2,100	16,972	105	20,688





TABLE 4

VISITATION TO THE ST. LAWRENCE PARKS COMMISSION  
SITES ON WEEKDAYS BY MONTH, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE	TOTAL (NUMBER) (PER CENT)	
MAY	5,739	14,559	89,011	461	109,770	5.6%
JUNE	17,472	50,575	252,676	2,131	322,854	16.6
JULY	48,486	62,468	482,930	3,412	597,296	30.7
AUGUST	51,199	68,265	577,547	2,950	699,961	35.9
SEPTEMBER	8,040	19,260	146,324	1,586	175,210	9.0
OCTOBER	-	8,335	34,325	363	43,023	2.2
TOTAL (NUMBER) (PER CENT)	130,936 6.7%	223,462 11.5%	1,582,813 81.2%	10,903 0.6%	1,948,114 100.0%	100.0%



TABLE 5

NUMBER OF WEEKDAYS THE ST. LAWRENCE PARKS  
COMMISSION SITES WERE OPEN BY MONTH, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE
MAY	11	11	11	11
JUNE	22	22	22	22
JULY	22	22	22	22
AUGUST	22	22	22	22
SEPTEMBER	11	22	22	22
OCTOBER	-	11	11	16
TOTAL	88	110	110	115



TABLE 6

AVERAGE WEEKDAY VISITATION PER MONTH BY ST.  
LAWRENCE PARKS COMMISSION SITE TYPE, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE	TOTAL
MAY	522	1,324	8,092	42	9,980
JUNE	794	2,299	11,485	97	14,675
JULY	2,204	2,839	21,951	155	27,149
AUGUST	2,327	3,103	26,252	134	31,816
SEPTEMBER	731	875	6,651	72	8,329
OCTOBER	-	758	3,120	23	3,901
AVERAGE FOR ALL MONTHS	1,488	2,031	14,389	95	18,003



TABLE 7

VISITATION TO THE ST. LAWRENCE PARKS COMMISSION  
SITES ON WEEKEND DAYS BY MONTH, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE	TOTAL (NUMBER)	(PER CENT)
MAY	4,242	9,974	53,738	707	68,661	5.8%
JUNE	6,531	17,089	221,855	1,229	246,704	20.7
JULY	19,882	28,838	322,703	1,305	372,728	31.2
AUGUST	21,844	24,736	303,272	1,244	351,096	29.4
SEPTEMBER	3,928	15,384	94,580	1,057	114,949	9.6
OCTOBER	-	3,950	34,790	505	39,245	3.3
TOTAL (NUMBER) (PER CENT)	56,427 4.7%	99,971 8.4%	1,030,938 86.4%	6,047 0.5%	1,193,383 100.0%	100.0%





TABLE 8

NUMBER OF WEEKEND DAYS THE ST. LAWRENCE  
PARKS COMMISSION SITES WERE OPEN, BY MONTH, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE
MAY	6	6	6	5
JUNE	8	8	8	8
JULY	9	9	9	9
AUGUST	9	9	9	9
SEPTEMBER	4	8	8	8
OCTOBER	-	4	4	8
TOTAL	36	44	44	47



TABLE 9

AVERAGE WEEKEND DAY VISITATION, PER MONTH, BY  
ST. LAWRENCE PARKS COMMISSION SITE TYPE, 1971

MONTH	OLD FORT HENRY	UPPER CANADA VILLAGE	PARKS	GOLF COURSE	TOTAL
MAY	707	1,662	8,956	141	11,466
JUNE	816	2,136	27,732	154	30,838
JULY	2,209	3,204	35,856	145	41,414
AUGUST	2,427	2,748	33,697	138	39,010
SEPTEMBER	982	1,923	11,823	132	14,860
OCTOBER	-	988	8,698	63	9,749
AVERAGE FOR ALL MONTHS	1,567	2,272	23,430	129	27,398



TABLE 10

WEEKDAY AND WEEKEND DAY VISITATION TO ST.  
LAWRENCE PARKS COMMISSION SITES BY MONTH, 1971

MONTH	AVERAGE WEEKDAY VISITATION	AVERAGE WEEKEND DAY VISITATION	INDEX
MAY	9,980	11,466	115
JUNE	14,675	30,838	210
JULY	27,149	41,414	153
AUGUST	31,816	39,010	123
SEPTEMBER	8,329	14,860	178
OCTOBER	3,901	9,749	250
AVERAGE FOR ALL MONTHS	18,003	27,398	152



TABLE 11

INCIDENCE OF VISITORS TO ST. LAWRENCE PARKS  
COMMISSION SITES PER 10,000 POPULATION BY  
SELECTED URBAN AREAS, 1971

ORIGIN	TOTAL VISITORS TO ALL SITES (NUMBER) (PER CENT)		ASSESSED POPULATION(*)	INCIDENCE OF VISITORS PER 10,000 POPULATION
OTTAWA	115,864	3.7	494,535	2,343
TORONTO	190,583	6.1	2,158,496	883
MONTREAL	571,597	18.2	2,436,817	2,346
ROCHESTER	10,647	0.3	883,000	121
SYRACUSE	40,311	1.3	636,000	634
NEW YORK CITY	47,727	1.5	11,529,000	41
OTHER	2,164,768	68.9	-	-
TOTAL	3,141,497	100.0%	-	-

(\*) Dominion Bureau of Statistics, "1970-71 Canada Year Book,"  
Table 9, Pg. 233.

U.S. Department of Commerce, "Statistical Abstract of the  
United States, 1971," Table 18, Pages 19-20.





TABLE 12

INCIDENCE OF PARTIES VISITING THE ST. LAWRENCE  
PARKS COMMISSION SITES PER 10,000 HOUSEHOLDS  
BY PROVINCE/STATE, 1971

ORIGIN	TOTAL PARTIES TO ALL SITES (NUMBER)	(PER CENT)	ASSESSED NUMBER OF HOUSEHOLDS(*)	INCIDENCE OF VISITING PARTIES PER 10,000 HOUSEHOLDS
ONTARIO	390,625	55.8%	1,876,545	2,082
QUEBEC	189,255	27.0	1,389,115	1,362
MANITOBA	378	0.1	259,280	15
REST OF CANADA	11,531	1.6	1,655,533	70
NEW YORK	48,006	6.9	5,893,000	81
MICHIGAN	3,951	0.6	2,653,000	15
OHIO	4,734	0.7	3,289,000	14
ILLINOIS	9,601	1.4	3,502,000	27
PENNSYLVANIA	7,990	1.1	3,705,000	22
REST OF U.S.	31,674	4.5	44,375,000	7
OTHER	2,305	0.3	-	-
TOTAL	700,050	100.0%	-	-

(\*) Dominion Bureau of Statistics, "1970-71 Canada Year Book", Table 20, Page 240. U.S. Department of Commerce "Statistical Abstract of the United States, 1971", Table 47, Page 38.



TABLE 13

OCCUPATION OF VISITOR-PARTIES TO ST. LAWRENCE  
PARKS COMMISSION SITES, 1971

OCCUPATION	OLD FORT HENRY			UPPER CANADA VILLAGE			PARKS CAMPERS			DAY USE(1)			TOTAL	
	NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT
PROFESSIONAL	12,484	28.6%		20,193	31.0%		27,375	24.3%		72,741	15.2%		132,793	19.0%
MANAGER/OWNER	8,512	19.5		7,623	11.7		13,687	12.2		80,519	16.8		110,341	15.8
SALES	1,988	4.6		5,714	8.8		8,622	7.7		37,066	7.7		53,390	7.6
CLERICAL	1,988	4.6		3,049	4.7		5,572	5.0		29,096	6.1		39,705	5.7
LABOUR (SKILLED & UNSKILLED)	13,336	30.5		13,715	21.1		39,035	34.7		115,427	24.1		181,513	25.9
FARMER	568	1.3		3,427	5.3		507	0.5		-	0.0		4,502	0.6
RETIRED/HOUSEHOLDER	-	0.0		3,812	5.9		3,546	3.2		28,712	6.0		36,070	5.2
STUDENT	1,420	3.3		3,427	5.3		6,090	5.4		93,339	19.5		104,276	14.9
OTHER	3,404	7.8		4,190	6.4		8,116	7.2		21,750	4.5		37,460	5.4
TOTAL	43,700	100.0%		65,150	100.0%		112,550	100.0%		478,650	100.0%		700,050	100.0%

1 Includes golf course users



TABLE 14

OCCUPATION OF VISITOR-PARTY HEADS TO OLD FORT HENRY AS  
COMPARED TO OCCUPATION OF ALL HEADS OF HOUSEHOLDS

OCCUPATION	RESIDENTS OF ONTARIO				RESIDENTS OF THE U.S.A.					
	HEADS OF HOUSEHOLDS*		PARTIES VISITING OLD FORT HENRY		INDEX	HEADS OF HOUSEHOLDS*		PARTIES VISITING OLD FORT HENRY		
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT			
PROFESSIONAL	128,307	7.8%	17	31.5%	404	6,842	10.9%	23	27.1%	249
MANAGER/OWNER	177,342	10.8	16	29.6	274	6,968	11.1	12	14.1	127
SALES	78,421	4.8	4	7.4	154	2,763	4.4	3	3.5	80
CLERICAL	112,258	6.8	1	1.9	28	3,481	5.5	5	5.9	107
LABOUR, (SKILLED & UNSKILLED)	477,066	29.1	12	22.2	76	23,020	36.6	31	36.5	100
FARMERS	135,313	8.2	1	1.9	23	2,601	4.1	1	1.2	29
OTHERS ***	532,174	32.4	3	5.6	17	17,199	27.4	10	11.8	43
TOTAL	1,640,881	100.0%	54	100.0%		62,874	100.0%	85	100.0%	

Note: \*Canada: DBS, 93-512, Tables 25 &amp; 31, 1961 Census

\*\* Statistical Abstract of the United States, 1971, Table 45, Pg. 37, Table 347, Pg. 222

\*\*\* Includes Retired, Police, Militia and others not in the Labour Force



TABLE 15

OCCUPATION OF VISITOR-PARTY HEADS TO UPPER CANADA VILLAGE  
AS COMPARED TO OCCUPATIONS OF ALL HEADS OF HOUSEHOLDS

	RESIDENTS OF ONTARIO			RESIDENTS OF QUEBEC			RESIDENTS OF THE U.S.A.								
	HEADS OF * HOUSEHOLDS	PARTIES VISITING UPPER CANADA VILLAGE	NUMBER ( '000)	PERCENT	NUMBER ( '000)	PERCENT	HEADS OF * HOUSEHOLDS	PARTIES VISITING UPPER CANADA VILLAGE	NUMBER ( '000)	PERCENT	HEADS OF * HOUSEHOLDS	PARTIES VISITING UPPER CANADA VILLAGE	NUMBER ( '000)	PERCENT	
PROFESSIONAL	128.3	7.8%	19	22.1%	283	81.5	6.8%	14	32.6%	479	6,842	10.9%	16	45.7	419
MANAGER/OWNER	177.3	10.8	14	16.3	151	115.8	9.7	2	4.7	48	6,968	11.1	4	11.4	103
SALES	78.4	4.8	8	9.3	194	57.0	4.8	6	14.0	292	3,481	5.5	1	2.9	53
CRAFTSMAN	112.3	6.8	5	5.8	85	76.3	6.4	N/A	-	-	2,763	4.4	3	8.6	195
LABOUR, UNSKILLED	477.1	29.1	21	24.4	84	359.9	30.2	10	23.3	77	23,020	36.6	3	8.6	23
FARMERS	135.3	8.2	6	7.0	85	105.3	8.8	1	2.3	26	2,601	4.1	2	5.7	139
OTHERS***	532.2	32.4	13	15.1	47	395.7	33.2	10	23.3	70	17,199	27.4	6	17.1	62
TOTAL	1,640.9	99.9%	86	100.0%		1,191.5	99.9%	43	100.2%		62,874	100.0%	35	100.0%	

\*Canada: DBS 93-512, Tables 25 &amp; 31, 1961 Census

\*\*\*Statistical Abstract of the United States, 1971", Table 45, Pg. 37, Table 347, Pg. 222.

\*\*\*Includes Retired, Police, Militia and others not in the Labour Force





TABLE 16

OCCUPATION OF VISITOR-PARTY HEADS (DAY USE AND CAMPER) TO PARKS  
COMPARED TO OCCUPATIONS OF ALL HEADS OF HOUSEHOLDS, 1971

OCCUPATION	RESIDENTS OF ONTARIO				RESIDENTS OF QUEBEC				RESIDENTS OF THE U.S.A.			
	NUMBER (1000)	PERCENT	NUMBER	PERCENT	NUMBER (1000)	PERCENT	NUMBER	PERCENT	NUMBER (1000)	PERCENT	NUMBER	PERCENT
PROFESSIONAL	128.3	7.8%	26	16.5%	212	81.5	6.8%	17	20.5%	301	6,842	10.9%
MANAGER/OWNER	177.3	10.8	19	12.0	111	115.8	9.7	17	20.5	211	6,968	11.1
SALES	78.4	4.8	12	7.6	158	76.3	6.4	8	9.6	150	2,763	4.4
CRAFTSMAN	112.3	6.8	7	4.4	65	57.0	4.8	7	8.4	175	3,481	5.5
LABORER, (SKILLED & UN-SKILLED)	477.1	29.1	60	38.0	131	359.9	30.2	22	26.5	88	23,020	36.6
FARMERS	135.3	8.2	1	0.6	7	105.3	8.8	0	-	-	2,601	4.1
UNEMPLOYED**	532.2	32.4	33	20.9	65	395.7	33.2	12	14.5	44	17,199	27.4
TOTAL	1,640.9	100.0%	198	100.0%	-	1,191.5	100.0%	83	100.0%	-	62,874	100.0%

Note. \*Canada: DBS 93-512, Tables 25 & 31, 1961 Census

\*\* "Statistical Abstract of the United States, 1971", Table 45, Pg. 37, Table 347, Pg. 222.

\*\*\* Includes Retired, Police, Militia and others not in the Labour Force



TABLE 17

FAMILY INCOME OF VISITOR-PARTIES TO ST. LAWRENCE  
PARKS COMMISSION SITES, 1971

FAMILY INCOME	OLD FORT HENRY		UPPER CANADA VILLAGE		CAMPERS		PARKS		DAY USE(1)		TOTAL	
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT
UNDER \$6,000	2,915	6.7%	7,107	10.9%	8,734	7.8%	140,877	29.4%	159,633	22.8%		
\$6,000 - \$7,999	4,951	11.3	10,267	15.8	23,129	20.6	81,839	17.1	120,186	17.2		
\$8,000 - \$11,999	13,110	30.0	22,110	33.9	45,741	40.6	127,967	26.7	208,928	29.8		
\$12,000 - \$14,999	11,362	26.0	13,426	20.6	17,985	16.0	90,767	19.0	133,540	19.1		
OVER \$14,999	11,362	26.0	12,240	18.8	16,961	15.1	37,200	7.8	77,763	11.1		
TOTAL	43,700	100.0%	65,150	100.0%	112,550	100.0%	478,650	100.0%	700,050	100.0%		
AVERAGE ANNUAL * FAMILY INCOME	\$12,440		\$11,180		\$10,750		\$8,800		\$9,560			

Note: (1) Includes golf course users

(\*) Rounded to the nearest \$10.



TABLE 18

FAMILY INCOME OF VISITOR-PARTIES TO OLD FORT HENRY  
AS COMPARED TO FAMILY INCOME OF ALL FAMILIES

FAMILY INCOME	RESIDENTS OF ONTARIO				RESIDENTS OF THE U.S.A.			
	ALL FAMILIES* NUMBER ( '000 )	PER CENT	NUMBER	PER CENT	ALL FAMILIES** NUMBER ( '000 )	PER CENT	NUMBER	PER CENT
UNDER \$6,000	414.5	25.0%	4	7.7%	13,284	25.9%	4	4.8%
\$6,000 - \$7,999	253.7	15.3	7	13.5	7,026	13.7	7	8.3
\$8,000 - \$11,999	557.1	33.6	19	36.5	14,054	27.4	20	23.8
\$12,000 - \$14,999	215.5	13.0	11	21.2	7,026	13.7	26	31.0
OVER \$14,999	217.2	13.1	11	21.2	9,847	19.2	27	32.1
TOTAL	1,657.9	100.0%	52	100.0%	51,237	100.0%	84	100.0%

NOTE: \* Canada: D.B.S. "Income Distribution by Size in Canada, 1969, Preliminary Estimates", and 1970-71 D.B.S. Canada Year Book, Table 21. Pg. 241.

\*\* Statistical Abstract of the United States, 1971, Table 506, Pg. 318. Income Classes \$6,000 - \$7,999, \$8,000 - \$11,999, and \$12,000 - \$14,999 were obtained by interpolating the figures in this table.





TABLE 19

FAMILY INCOME OF VISITOR-PARTIES TO UPPER CANADA VILLAGE  
AS COMPARED TO FAMILY INCOME OF ALL FAMILIES

FAMILY INCOME	RESIDENTS OF ONTARIO					RESIDENTS OF QUEBEC					RESIDENTS OF THE U.S.A.				
	ALL FAMILIES*		RESPONDENT FAMILIES			ALL FAMILIES*		RESPONDENT FAMILIES			ALL FAMILIES**		RESPONDENT FAMILIES		
	NUMBER ( '000 )	PERCENT	NUMBER	PERCENT	INDEX	NUMBER ( '000 )	PERCENT	NUMBER	PERCENT	INDEX	NUMBER ( '000 )	PERCENT	NUMBER	PERCENT	INDEX
UNDER															
\$6,000	414.5	25.0%	7	8.4%	34	425.7	34.6%	6	14.6%	42	13,284	25.9%	4	11.1%	43
\$6,000- \$7,999	253.7	15.3	18	21.7	142	248.6	20.2	5	12.2	60	7,026	13.7	2	5.6	41
\$8,000- \$11,999	557.1	33.6	24	28.9	86	322.4	26.2	19	46.3	177	14,054	27.4	11	30.6	112
\$12,000- \$14,999	215.5	13.0	22	26.5	204	107.1	8.7	7	17.1	197	7,026	13.7	4	11.1	81
OVER \$14,999	217.2	13.1	12	14.5	111	125.5	10.2	4	9.8	96	9,847	19.2	15	41.7	217
TOTAL	1,457.0	100.0%	83	100.0%		1,229.3	100.0%	41	100.0%		51,237	100.0%	36	100.0%	

NOTE: \* Canada: D.B.S. "Income Distribution by Size in Canada, 1969, Preliminary Estimates", and 1970-71 D.B.S. Canada Year Book, Table 21, Pg. 241.

\*\* Statistical Abstract of the United States, 1971, Table 506, Pg. 318. Income classes \$6,000 - \$7,999, \$8,000 - \$11,999 and \$12,000 - \$14,999 were obtained by interpolating the figures in this table.





TABLE 20

FAMILY INCOME OF VISITOR-PARTIES TO PARKS AS COMPARED  
TO FAMILY INCOME OF ALL FAMILIES, 1971.

FAMILY INCOME	RESIDENTS OF ONTARIO					RESIDENTS OF QUEBEC					RESIDENTS OF THE U.S.A.				
	ALL FAMILIES**			RESPONDENT FAMILIES		ALL FAMILIES*			RESPONDENT FAMILIES		ALL FAMILIES**			RESPONDENT FAMILIES	
	NUMBER ( '000)	PERCENT	NUMBER	PERCENT	INDEX	NUMBER ( '000)	PERCENT	NUMBER	PERCENT	INDEX	NUMBER ( '000)	PERCENT	NUMBER	PERCENT	INDEX
UNDER															
\$6,000	414.5	25.0%	26	16.7%	67	425.7	34.6%	6	7.5%	22	13,284	25.9%	3	7.0%	21
\$6,000-															
\$7,999	253.7	15.3	27	17.3	113	248.6	20.2	17	21.3	105	7,026	13.7	11	25.6	187
\$8,000-															
\$11,999	557.1	33.6	60	38.5	115	322.4	26.2	37	46.3	177	14,054	27.4	7	16.3	50
\$12,000-															
\$14,999	215.5	13.0	25	16.0	123	107.1	8.7	12	15.0	172	7,026	13.7	10	23.3	170
OVER															
\$14,999	217.2	13.1	18	11.5	88	125.5	10.2	8	10.0	98	9,847	19.2	12	27.9	145
TOTAL	1,657.9	100.0%	156	100.0%		1,229.3	100.0%	80	100.0%	-	51,237	100.0%	43	100.0%	-

NOTE: \* Canada: E.S.S. "Income Distribution by Size in Canada, 1970, Preliminary Estimates", and 1970-71 C.B.S. Canada Year Book, Table 21, Pg. 241.

\*\* Statistical Abstract of the United States, 1971, Table 506, Pg. 318. Income classes \$6,000 - \$7,999, \$8,000 - \$11,999 and \$12,000 - \$14,999 were obtained by interpolating the figures in this table.



TABLE 21

AVERAGE LENGTH OF STAY OF VISITORS TO ST. LAWRENCE  
PARKS COMMISSION BY SITE TYPE, 1971

LENGTH OF STAY	OLD FORT HENRY		UPPER CANADA VILLAGE		CAMPERS		PARKS		DAY USE		GOLF COURSE		TOTAL	
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT
Less Than 24 Hours	23,506	53.8%	46,647	71.6%	-	0.0%	473,850	100.0%	4,800	100.0%	548,803	78.4		
Overnight	20,194	46.2	18,503	28.4	112,550	100.0	-	0.0	-	0.0	151,247	21.6		
Total	43,700	100.0%	65,150	100.0%	112,550	100.0%	473,850	100.0%	4,800	100.0%	700,050	100.0		
Average Length of Stay (Days)	1.1		0.7		3.7		0.2		0.3		0.9			



TABLE 22

TYPE OF ACCOMMODATION USED BY VISITOR-PARTIES TO THE  
ST. LAWRENCE PARKS COMMISSION SITES, 1971

TYPE OF ACCOMMODATION	OLD FORT HENRY		UPPER CANADA VILLAGE		PARKS		DAY USE (1)		TOTAL NUMBER OF PARTIES CENT
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	CAMPERS NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	
Home of friends/relatives	851	1.9%	1,136	1.7%	-	0.0%	7,180	1.5%	9,167 1.3%
Own cottage	284	0.6	-	0.0	-	0.0	-	0.0	284 (*)
Hotel	567	1.3	-	0.0	-	0.0	-	0.0	568 0.1
Motel	11,919	27.3	10,984	16.9	-	0.0	28,718	6.1	51,621 7.4
Motor Hotel	284	0.6	-	0.0	-	0.0	-	0.0	284 (*)
Resort/Lodge	-	0.0	-	0.0	-	0.0	-	0.0	- 0.0
Cabin/Cottage: Rented	-	0.0	758	1.2	-	0.0	-	0.0	782 0.1
Postel	-	0.0	-	0.0	-	0.0	-	0.0	- 0.0
Camping/Trailer Park	3,688	8.4	5,303	8.1	112,550	100.0	-	0.0	121,541 17.4
Other	284	0.6	-	0.0	-	0.0	-	0.0	284 (*)
Did not require accommodation	25,823	59.1	46,969	72.1	-	0.0	437,952	92.4	510,744 73.5
TOTAL	43,700	100.0%	65,150	100.0%	112,550	100.0%	478,650	100.0%	695,250 100.0%

(1) Does include golf course users. (45 Parties)

(\*) Less than 0.05%





TABLE 23

FIRST INTEREST OF VISITOR-PARTIES TO ST. LAWRENCE  
PARKS COMMISSION SITES, BY SITE, 1971

FIRST INTEREST	OLD FORT HENRY		UPPER CANADA VILLAGE		PARKS CAMPERS		DAY USE (1)		TOTAL	
	NUMBER	OF PARTIES PER CENT	NUMBER	OF PARTIES PER CENT	NUMBER	OF PARTIES PER CENT	NUMBER	OF PARTIES PER CENT	NUMBER	OF PARTIES PER CENT
Recommended by Friends/Relatives	9,445	22.1%	32,576	50.0%	36,675	32.6%	233,732	43.8%	312,532	44.7%
Travel Agent	284	0.7	-	0.0	-	0.0	-	0.0	284	(*)
Government T.O.	3,120	7.1	1,896	2.9	10,694	9.5	7,202	1.5	22,912	3.3
Movie	284	0.7	-	0.0	-	0.0	-	0.0	284	(*)
Magazine Advert.	4,255	9.7	4,547	7.0	14,770	13.1	-	0.0	23,573	3.4
Paper Advert.	568	1.3	1,896	2.9	1,013	0.9	7,394	1.5	10,871	1.6
En Route	9,933	22.7	4,547	7.0	30,057	26.7	50,270	10.5	94,807	13.5
Magazine Article	568	1.3	3,029	4.7	507	0.5	-	0.0	4,104	0.6
T.V. Advertisement	284	0.7	1,134	1.7	1,013	0.9	-	0.0	2,431	0.3
Radio Advertisement	-	0.0	756	1.2	-	0.0	-	0.0	756	0.1
Other	11,350	26.0	9,466	14.5	17,314	15.4	158,494	33.1	196,624	28.1
Don't Know	3,404	7.8	5,303	8.1	507	0.5	21,558	4.5	30,772	4.4
TOTAL	43,700	100.1%	65,150	100.0%	112,550	100.1%	478,650	99.9%	700,050	100.0%

(1) Golf course users included

(\*) Less than 0.5 per cent.





TABLE 24

## FIRST INTEREST TO ST. LAWRENCE PARKS COMMISSION SITES BY ORIGIN, 1971(1)

FIRST INTEREST	ONTARIO RESIDENTS		QUEBEC RESIDENTS		UNITED STATES RESIDENTS		TOTAL(2)	
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT
Recommended by Friends/Relatives	14,470	38.1%	126,169	66.6%	27,627	26.1%	302,475	44.1%
Travel Agent	-	0.0	-	0.0	318	0.3	318	(*)
Government T.O.	3,122	0.8	10,419	5.5	9,421	8.9	22,962	3.3
Movie	-	0.0	-	0.0	318	0.3	318	(*)
Magazine Ad.	12,007	3.1	2,463	1.3	8,256	7.8	22,816	3.3
Paper Advertisement	1,541	0.4	1,137	0.6	8,045	7.6	70,743	1.6
En Route	32,300	8.3	40,352	21.3	22,863	21.6	95,604	13.9
Magazine Article	1,551	0.5	758	0.4	529	0.5	3,238	0.5
T.V. Advertisement	1,501	0.4	568	0.3	-	0.0	2,129	0.3
Radio Advertisement	-	0.0	379	0.2	423	0.4	802	0.1
Other	14,100	41.3	5,494	2.9	27,627	26.1	194,289	28.3
Don't Know	28,000	7.2	1,516	0.8	529	0.5	30,142	4.4
TOTAL	375,425	100.0%	189,255	100.0%	105,956	100.0%	685,836	100.0%

(1) Golf course users are not included.

(2) Totals may not be the same as in Table 24 since the parties originating in the home regions of "Rest of Canada" and "Other Foreign Countries" are not included in this table due to insufficient sample sizes.

(\*) Less than 0.05 per cent.



TABLE 25

PRIMARY REASON FOR VISITING ST. LAWRENCE  
PARKS COMMISSION SITES, BY SITE, 1971

REASON	OLD FORT HENRY		UPPER CANADA VILLAGE		PARKS		DAY USE (1)		TOTAL	
	NUMBER OF PARTIES	PER CENT OF PARTIES	NUMBER OF PARTIES	PER CENT OF PARTIES	CAMPERS NUMBER OF PARTIES	PER CENT OF PARTIES	NUMBER OF PARTIES	PER CENT OF PARTIES	NUMBER OF PARTIES	PER CENT OF PARTIES
VISIT SITE	6,158	14.1%	35,080	53.9%	18,254	16.2%	370,182	77.3%	429,674	61.4%
VACATIONING	31,970	73.2	24,285	37.3	66,915	59.5	44,443	9.3	167,613	23.9
COTTAGING	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
VISIT FRIENDS/ RELATIVES	1,468	3.4	1,928	3.0	1,013	0.9	7,391	1.5	11,800	1.7
PILGRIMAGE	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
CAMPING	586	1.3	769	1.2	19,773	17.6	-	0.0	21,128	3.0
BUSINESS	293	0.7	1,544	2.4	-	0.0	-	0.0	1,837	0.3
SHOPPING	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
OTHER	3,225	7.4	1,544	2.4	6,595	5.9	56,634	11.8	67,998	9.7
TOTAL	43,700	100.1%	65,150	100.2%	112,550	100.1%	478,650	99.9	700,050	100.0%

(1) Includes golf course users.



TABLE 26

PRIMARY REASON FOR VISITING ST. LAWRENCE PARKS COMMISSION SITES BY ORIGIN, 1971(1)

REASON	ONTARIO RESIDENTS			QUEBEC RESIDENTS			UNITED STATES RESIDENTS			TOTAL(2)	
	NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT		NUMBER OF PARTIES	PER CENT
VISIT SITE	285,155	73.0%		136,452	72.1%		9,112	8.6%		430,719	62.8%
VACATIONING	78,516	20.1		12,491	6.6		71,520	67.5		162,527	23.7
COTTAGING	-	0.0		-	0.0		-	0.0		-	0.0
VISIT FRIENDS/ RELATIVES	2,344	0.6		379	0.2		636	0.6		3,359	0.5
PILGRIMAGE	-	0.0		-	0.0		-	0.0		-	0.0
CAMPING	5,445	1.4		14,762	7.8		1,166	1.1		21,397	3.1
BUSINESS	1,172	0.3		-	0.0		-	0.0		1,172	0.2
SHOPPING	-	0.0		-	0.0		-	0.0		-	0.0
OTHER	17,544	4.6		25,171	13.3		23,522	22.2		66,662	9.8
TOTAL	390,625	100.0%		189,255	100.0%		105,956	100.0%		685,836	100.0%

(1) Self-course users are included.

(2) Totals may not be the same as in Table 2a since the parties originating in the home regions of "Rest of Canada" and "Other Foreign Countries" are not included in this table due to insufficient data.





TABLE 27

SECONDARY REASON FOR VISITING ST. LAWRENCE PARKS  
COMMISSION SITES BY SITE, 1971

SECONDARY REASON	OLD FORT HENRY		UPPER CANADA VILLAGE		PARKS		TOTAL	
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT
Visit site	7,626	17.5%	10,020	15.4%	44,447	9.4%	78,313	11.3%
Vacationing	2,347	5.4	7,323	11.2	88,847	18.8	110,178	15.8
Cottaging	-	0.0	-	0.0	-	0.0	-	0.0
Visit friends/relatives	873	2.0	1,160	1.8	7,392	1.6	11,456	1.6
Pilgrimage	-	0.0	384	0.6	-	0.0	384	0.1
Camping	-	0.0	384	0.6	-	0.0	12,045	1.7
Business	293	0.7	-	0.0	-	0.0	809	0.1
Shopping	-	0.0	-	0.0	-	0.0	-	0.0
Other	2,064	4.7	1,928	3.0	7,392	1.6	16,439	2.4
Didn't give secondary reason	30,502	69.8	43,951	67.5	325,172	68.8	465,635	67.0
TOTAL	43,700	100.1%	65,150	100.1%	473,850	100.2%	695,250	100.0%





TABLE 23

## NUMBER OF VISITS TO ST. LAWRENCE PARKS COMMISSION SITES, 1971

NUMBER OF VISITS	OLD FORT HENRY		UPPER CANADA		CAMPERS		PARKS		DAY USE		TOTAL	
	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT	NUMBER OF PARTIES	PER CENT
FIRST	30,64	70.1%	42,045	64.5%	56,287	50.0%	86,146	18.2%	215,122	30.9%		
SECOND	8,22	18.8	12,119	18.6	14,702	13.1	21,560	4.6	56,609	8.1		
THIRD	1,704	3.9	5,682	8.7	5,066	4.5	28,715	6.1	41,167	5.9		
FOURTH	1,704	3.9	3,030	4.7	4,559	4.1	28,715	6.1	38,008	5.5		
5 - 10	1,136	2.6	1,896	2.9	9,636	8.6	35,918	7.6	45,586	7.0		
11 - 50	284	0.7	378	0.6	16,728	14.9	201,008	42.4	218,398	31.4		
51 - 100	-	0.0	-	0.0	5,572	5.0	71,788	15.2	77,360	11.1		
OVER 100	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0		
TOTAL	43,770	100.0%	65,150	100.0%	112,550	100.0%	473,850	100.0%	695,250	100.0%		

(1) Does not include golf course users.



TABLE 29

ESTIMATED NUMBER OF PARTIES VISITING THE  
ST. LAWRENCE PARKS COMMISSION SITES BY  
ACCOMMODATION REQUIREMENTS AND ORIGIN, 1971

ACCOMMODATION REQUIREMENTS BY SITE	ONTARIO	REST OF CANADA	U.S. & OTHER FOREIGN COUNTRIES	TOTAL
<u>OLD FORT HENRY</u>				
Required	6,243	1,704	9,930	17,877
Not Required	9,080	1,136	15,607	25,823
SUB-TOTAL (*)	15,323	2,840	25,537	43,700
<u>UPPER CANADA VILLAGE</u>				
Required	12,121	3,409	2,651	18,181
Not Required	20,453	15,153	11,363	46,969
SUB-TOTAL (*)	32,574	18,562	14,014	65,150
<u>PARKS</u>				
Campers	60,838	33,464	18,248	112,550
Day Use	279,970	143,610	50,270	473,850
SUB-TOTAL	340,808	177,074	68,518	586,400
<u>GOLFERS (1)</u>				4,800
TOTAL (1)	388,705	198,476	108,069	700,050

(\*) Does not include youth/school groups.

(1) The golfers were not broken by origin. Thus the totals for the three origin areas do not add to the overall total number of parties.



TABLE 30

EXPENDITURES OF PARTIES VISITING OLD FORT HENRY  
BY ACCOMMODATION REQUIREMENTS AND ORIGIN, 1971 (\*)

EXPENDITURES BY ACCOMMODATION REQUIREMENTS	ONTARIO	REST OF CANADA	U.S. AND OTHER FOREIGN COUNTRIES	TOTAL
<u>REQUIRED</u>				
Expenditure/Party	\$ 31.05	\$ 37.50	\$ 37.60	\$ 35.30
Expenditure Sub-Total	\$194,000.00	\$ 64,000.00	\$373,000.00	\$ 631,000.00
<u>NOT REQUIRED</u>				
Expenditure/Party	\$ 12.34	\$ 10.00	\$ 15.93	\$ 14.40
Expenditure Sub-Total	\$112,000.00	\$ 11,000.00	\$249,000.00	\$ 372,000.00
<u>TOTAL</u>				
Expenditure/Party	\$ 19.96	\$ 26.50	\$ 24.34	\$ 22.95
Expenditure/Total	\$306,000.00	\$ 75,000.00	\$622,000.00	\$1,003,000.00

(\*) School/youth groups are not included.



TABLE 31

EXPENDITURES OF PARTIES VISITING UPPER CANADA VILLAGE  
BY ACCOMMODATION REQUIREMENTS AND ORIGIN, 1971 (\*)

EXPENDITURES BY ACCOMMODATION REQUIREMENTS	ONTARIO	REST OF CANADA	U.S. & OTHER FOREIGN COUNTRIES	TOTAL
<u>REQUIRED</u>				
Expenditure/Party	\$ 36.66	\$ 31.33	\$ 25.29	\$ 34.00
Expenditure Sub-Total	\$444,000.00	\$107,000.00	\$ 67,000.00	\$ 618,000.00
<u>NOT REQUIRED</u>				
Expenditure/Party	\$ 14.45	\$ 14.76	\$ 13.73	\$ 14.39
Expenditure Sub-Total	\$296,000.00	\$224,000.00	\$156,000.00	\$ 676,000.00
<u>TOTAL</u>				
Expenditure/Party	\$ 22.73	\$ 17.83	\$ 15.92	\$ 19.86
Expenditure Total	\$740,000.00	\$331,000.00	\$223,000.00	\$1,294,000.00

(\*) School/youth groups are not included.





TABLE 32

EXPENDITURES OF PARTIES VISITING ST. LAWRENCE PARKS  
COMMISSION PARKS BY TYPE OF USE AND ORIGIN, 1971

EXPENDITURES BY TYPE OF SITE	ONTARIO	REST OF CANADA	U.S. & OTHER FOREIGN COUNTRIES	TOTAL
<u>DAY USE</u>				
Expenditure/Party	\$ 4.26	\$ 5.13	\$ 4.39	\$ 4.54
Expenditure Sub-Total	\$1,193,000.00	\$ 737,000.00	\$221,000.00	\$2,151,000.00
<u>CAMPERS</u>				
Expenditure/Party	\$ 40.50	\$ 37.21	\$ 28.03	\$ 37.49
Expenditure Sub-Total	\$2,464,000.00	\$1,245,000.00	\$511,000.00	\$4,220,000.00
<u>GOLFERS (*)</u>				
Expenditure/Party	-	-	-	\$ 44.13
Expenditure Sub-Total	-	-	-	\$ 212,000.00
<u>TOTAL (*)</u>				
EXPENDITURE/PARTY	\$ 10.73	\$ 11.19	\$ 10.68	\$ 11.13
EXPENDITURE TOTAL	\$3,657,000.00	\$1,982,000.00	\$732,000.00	\$6,583,000.00

(\*) The golfers' expenditures were not broken down by origin. Thus, the expenditure totals for the three origin areas do not add to the total expenditure of all visitors to the Commissions' sites.



TABLE 33

LOCAL EXPENDITURE OF RESPONDENTS VISITING  
 OLD FORT HENRY, BY ORIGIN, 1971

ORIGIN	SAMPLE SIZE	SUM	MEAN	STANDARD DEVIATION	STANDARD ERROR OF MEAN
OTTAWA	5	\$ 58.0	\$11.60	\$ 5.94	\$ 2.7
TORONTO	19	362.0	19.05	15.23	3.5
REST OF ONTARIO	30	658.0	21.93	22.49	4.1
MONTREAL	1	20.0	20.00	-	-
REST OF QUEBEC	4	116.0	29.00	18.00	9.0
MANITOBA	0	0.	0.	0.	0.
REST OF CANADA	5	129.0	25.80	28.56	12.8
ROCHESTER	4	68.0	17.00	3.56	1.8
SYRACUSE	4	48.0	12.00	12.44	6.2
ALBANY	0	0.	0.	0.	0.
N.Y. CITY	9	197.0	21.89	17.20	5.7
REST OF NEW YORK	12	190.0	15.83	11.51	3.3
MICHIGAN	5	136.0	27.20	30.36	13.6
OHIO	10	312.0	31.20	23.31	7.4
ILLINOIS	4	52.0	13.00	9.63	4.8
PENNSYLVANIA	13	446.0	34.31	26.51	7.4
REST OF U.S.	24	589.0	24.54	19.90	4.1
OTHERS	5	153.0	30.60	25.53	11.4
TOTAL	154	\$3,534.0	\$22.95	\$20.15	\$ 1.6



TABLE 34

LOCAL EXPENDITURE OF RESPONDENTS VISITING  
UPPER CANADA VILLAGE, BY ORIGIN, 1971

ORIGIN	SAMPLE SIZE	SUM	MEAN	STANDARD DEVIATION	STANDARD ERROR OF MEAN
OTTAWA	24	\$ 355.0	\$14.79	\$ 7.87	1.6
TORONTO	13	268.0	20.62	15.37	4.3
REST OF ONTARIO	48	1,309.0	27.27	16.88	2.4
MONTREAL	26	424.0	16.31	8.86	1.7
REST OF QUEBEC	16	358.0	22.37	23.49	5.9
MANITOBA	1	18.0	18.00	-	-
REST OF CANADA	5	56.0	11.20	3.83	1.7
ROCHESTER	2	7.0	3.50	0.71	0.5
SYRACUSE	1	12.0	12.00	-	-
ALBANY	0	0.	0.	0.	0.
N.Y. CITY	1	10.0	10.00	-	-
REST OF NEW YORK	14	205.0	14.64	8.21	2.2
MICHIGAN	4	66.0	16.50	8.10	4.1
OHIO	1	15.0	15.00	-	-
ILLINOIS	2	47.0	23.50	23.33	16.5
PENNSYLVANIA	2	37.0	18.50	16.26	11.5
REST OF U.S.	9	180.0	20.00	10.31	3.4
OTHERS	1	10.0	10.00	-	-
TOTAL	170	\$3,377.0	\$19.86	\$14.60	1.1



TABLE 35

LOCAL EXPENDITURE OF RESPONDENTS CAMPING AT  
PARKS, BY ORIGIN, 1971

ORIGIN	SAMPLE SIZE	SUM	MEAN	STANDARD DEVIATION	STANDARD ERROR OF MEAN
OTTAWA	14	\$ 660	\$47.1	\$53.9	\$14.4
TORONTO	22	1,126	51.2	89.4	19.1
REST OF ONTARIO	82	2,993	36.5	50.0	5.5
MONTREAL	43	1,754	40.8	66.6	10.2
REST OF QUEBEC	21	672	32.0	44.0	9.6
MANITOBA	0	0	0.	0.	0.
REST OF CANADA	2	30	15.0	14.1	10.0
ROCHESTER	1	30	30.0	-	-
SYRACUSE	0	0	0.	0.	0.
ALBANY	0	0	0.	0.	0.
N.Y. CITY	1	25	25.0	-	-
REST OF NEW YORK	7	109	15.6	10.8	4.1
MICHIGAN	2	32	16.0	5.7	4.0
OHIO	3	102	34.0	36.1	20.8
ILLINOIS	1	30	30.0	-	-
PENNSYLVANIA	7	342	48.9	37.2	14.0
REST OF U.S.	14	378	27.0	23.3	6.2
OTHERS	1	3	3.0	-	-
TOTAL	221	\$8,286	\$37.5	\$55.1	\$ 3.7





TABLE 36

LOCAL EXPENDITURE OF DAY USE RESPONDENTS  
VISITING THE PARKS BY ORIGIN, 1971

ORIGIN	SAMPLE SIZE	SUM	MEAN	STANDARD DEVIATION	STANDARD ERROR OF MEAN
OTTAWA	1	\$ 2	\$ 2.0	\$ -	\$ -
TORONTO	3	45	15.0	21.7	12.5
REST OF ONTARIO	34	115	3.4	2.4	.4
MONTREAL	15	96	6.4	4.9	1.3
REST OF QUEBEC	7	17	2.4	1.5	0.6
MANITOBA	0	0	0.	0.	0.
REST OF CANADA	1	5	5.0	-	-
ROCHESTER	0	0	0.	0.	0.
SYRACUSE	1	15	15.0	-	-
ALBANY	0	0	0.	0.	0.
N.Y. CITY	1	1	1.0	-	-
REST OF NEW YORK	2	6	3.0	2.8	2.0
MICHIGAN	0	0	0.	0.	0.
OHIO	0	0	0.	0.	0.
ILLINOIS	1	4	4.0	-	-
PENNSYLVANIA	0	0	0.	0.	0.
REST OF U.S.	2	3	1.5	7.	.5
OTHERS	0	0	0.	0.	0.
TOTAL	68	\$309	\$ 4.5	\$ 5.6	\$ .7



TABLE 37

LOCAL EXPENDITURE OF RESPONDENTS VISITING  
GOLF COURSE BY ORIGIN, 1971

ORIGIN	SAMPLE SIZE	SUM	MEAN	STANDARD DEVIATION	STANDARD ERROR OF MEAN
OTTAWA	5	240	48.0	62.7	28.0
TORONTO	0	0	0.	0.	0.
REST OF ONTARIO	5	145	29.0	10.2	4.6
MONTREAL	11	474	43.1	41.2	12.4
REST OF QUEBEC	2	100	50.0	14.1	10.0
MANITOBA	0	0	0.	0.	0.
REST OF CANADA	0	0	0.	0.	0.
ROCHESTER	0	0	0.	0.	0.
SYRACUSE	1	100	100.0	-	-
ALBANY	0	0	0.	0.	0.
N.Y. CITY	0	0	0.	0.	0.
REST OF NEW YORK	0	0	0.	0.	0.
MICHIGAN	0	0	0.	0.	0.
OHIO	0	0	0.	0.	0.
ILLINOIS	0	0	0.	0.	0.
PENNSYLVANIA	0	0	0.	0.	0.
REST OF U.S.	0	0	0.	0.	0.
OTHERS	0	0	0.	0.	0.
TOTAL	24	1,059	44.1	40.5	8.3



APPENDIX II

THE ST. LAWRENCE PARKS COMMISSION  
ECONOMIC IMPACT AREA



**St. Lawrence Parks**

Ottawa

Scale of Miles

0 1 2 3 4 5 6 7 8 9 10

Belleville

Smiths Falls

Kingston

Watertown

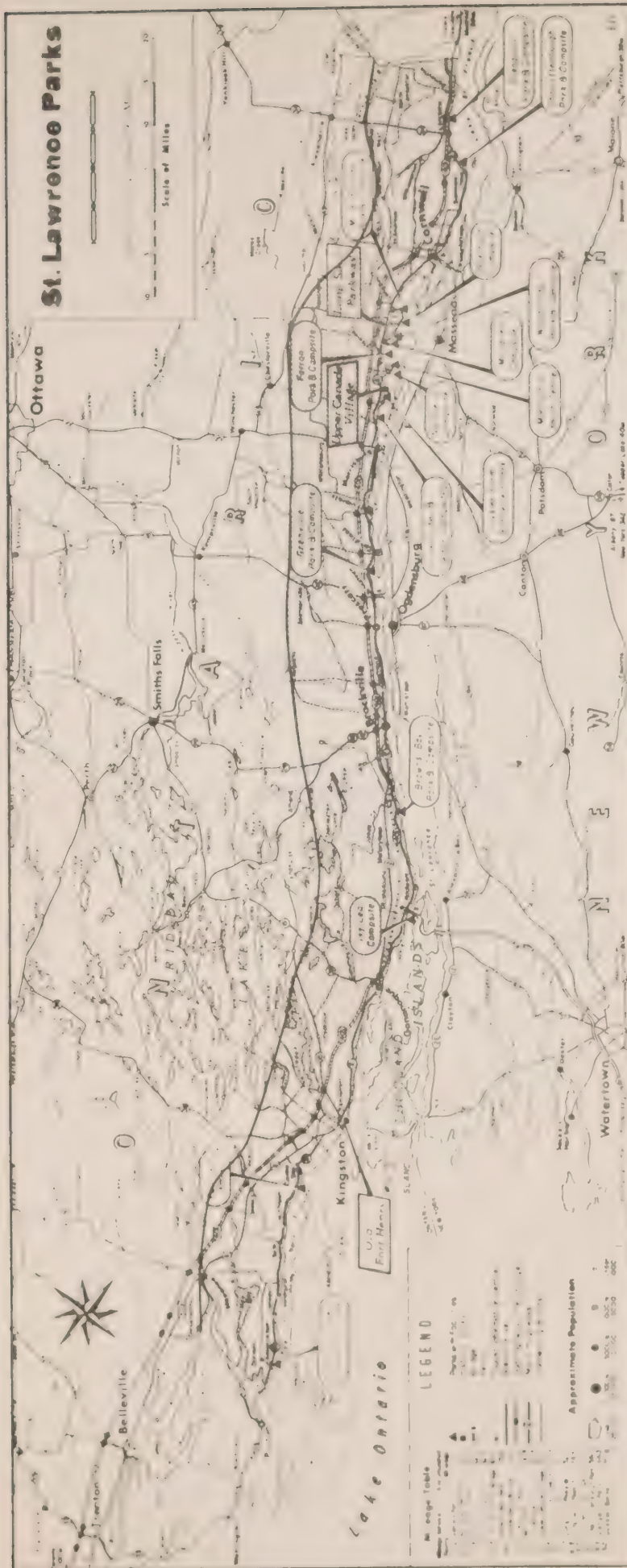
St. Lawrence River

Legend

Approximate Population

0 1 2 3 4 5 6 7 8 9 10

St. Lawrence Parks







APPENDIX III

COMMENTS OF RESPONDENTS VISITING THE  
ST. LAWRENCE PARKS COMMISSION SITES



VISITOR COMMENTS (\*)OLD FORT HENRY

Positive		Negative	
enjoyable	17	admission too high	3
interesting	10	shops expensive	1
educational	7	parking inadequate	1
excellent	7	should expand tours	1
good tours	4		
good	4		6
good tour guides	4		
clean	3		
nice	2		
authentic	2		
very life like	1		
students doing good	1		
job and should be paid more			
	50		

UPPER CANADA VILLAGE

Positive		Negative	
enjoyable	26	admission too high	5
interesting	14	too crowded	2
excellent	12	make more bread	2
nice	9	too adult oriented	1
liked it	8	more benches and shade	1
authentic	8	fix up house as inn	1
educational	8	too crowded in saw mill	1
clean	7	publicize more	1
good	6	tavern should serve beer	1
great	3	not enough crafts	1
beautiful	3	need better directions	1
historical	2	disappointed in mansion	1
keep it the way it is	1	bakery too crowded	1
personnel helpful	1	no ashtrays	1
		sandwiches terrible	1
	92		20

(\*) Figures may not add to totals shown due to multiple response.



PARKS

Positive		Negative	
clean	23	no showers	23
nice	20	water tastes bad	15
excellent	14	need more hydro outlets	9
good	14	need outside water tap	8
quiet	13	more hookups for trailers	4
enjoyable	12	electricity	4
picturesque	7	more restrooms	3
staff helpful	7	noisy at night	3
keep it the way it is	7	more signs	2
lots are good size	4	better bathrooms	2
peaceful	1	washrooms smell	2
enjoyed it	1	too expensive	2
	107	too much traffic	2
		play grounds	2
		confectionary not efficient	1
		too civilized	1
		firewood wet	1
		firewood should be free	1
		no barbeques	1
		missing picnic tables	1
		grocery store	1
		lifeguards	1
			71



APPENDIX IV

SAMPLE QUESTIONNAIRE FORMS USED FOR INTERVIEWING PARTIES

VISITING THE ST. LAWRENCE PARKS COMMISSION SITES

1971





THE OLD FORT HENRY ECONOMIC SURVEY, 1971

Location .....

The Ontario Department of Tourism and Information

Date .....

Hello, my name is .....of the Department of Tourism and Information.  
We are conducting a survey on Old Fort Henry, and I would like to ask you a few  
questions about your visit.

**SPEAK TO THE HEAD OF THE PARTY**

1. Have you visited Fort Henry before?      Yes 1(    )      No 2(    )      (5)  
If yes, how many times?      .....      (6/7)
2. Including yourself, how many adults ( 18 and over) are there      (8/9)  
in your party?      .....  
- and how many children?      .....      (10/11)
3. In what town or city do you reside?      .....      (12)  
Province or State?      .....      (13)
4. How much have you (whole party) spent on today's visit to  
Old Fort Henry for items such as: fees, gifts, shopping,  
food, fuel, last night's accommodation away from home  
(if any), etc.?      \$.....      (14/16)

**SHOW THE MAP OF THE KINGSTON AREA**

5. How much of the above was spent in the Kingston area  
(Kingston and immediate vicinity)?      \$.....      (17/19)

**IF RESIDENT IS OF THE KINGSTON AREA, GO TO QUESTION #10**

6. What was your main reason for visiting this region (the Kingston area)  
of Ontario?      (20)  
CHECK ONE BOX IN FIRST COLUMN
7. What other reason did you have for visiting this region?      (21)  
CHECK ONE BOX IN SECOND COLUMN

	Main Reason for Visit (20)	Other Reason (21)
1. Visit Old Fort Henry	1(    )	1(    )
2. Just vacationing	2(    )	2(    )
3. Cottaging	3(    )	3(    )
4. Visiting friends/relatives	4(    )	4(    )
5. Pilgrimage	5(    )	5(    )
6. Camping	6(    )	6(    )
7. Business	7(    )	7(    )
8. Shopping	8(    )	8(    )
9. Other reasons	9(    )	9(    )

(PLEASE WRITE IN .....)



8. How much time have you spent in the area?  
either hours ..... (22/23)  
or days (if any) ..... (24/25)

9. (HAND BLUE CARD) If you stayed overnight in the Kingston area,  
what type of accommodation did you use last night?

- |                                  |                                |
|----------------------------------|--------------------------------|
| A. ( ) Home of friends/relatives | F. ( ) Resort/lodge            |
| B. ( ) Own cottage               | G. ( ) Cabins/cottage, rented  |
| C. ( ) Hotel                     | H. ( ) Hostel                  |
| D. ( ) Motel                     | I. ( ) Campground/trailer park |
| E. ( ) Motor Hotel               | J. ( ) Other                   |
- (26)

10. How did you first become interested in visiting Old Fort Henry?  
(DO NOT READ LIST)

- |   |                                   |
|---|-----------------------------------|
| A. ( ) Recommended by friends/relatives | H. ( ) Magazine/newspaper article |
| B. ( ) Travel agent                     | I. ( ) Television advertising     |
| C. ( ) Government travel office         | J. ( ) Radio advertising          |
| D. ( ) Travelogue or documentary movie  | K. ( ) Other (specify)            |
| E. ( ) Advertising in magazine          | .....                             |
| F. ( ) Advertising in newspaper         | L. ( ) Don't know, don't recall   |
| G. ( ) En route                         |                                   |
- (27)

11. (HAND WHITE CARD) Would you tell me your occupation? Just give me the letter.

- |                         |                            |
|-------------------------|----------------------------|
| A. ( ) Professional     | F. ( ) Unskilled labour    |
| B. ( ) Managerial/owner | G. ( ) Farmer              |
| C. ( ) Sales            | H. ( ) Retired/householder |
| D. ( ) Clerical         | I. ( ) Student             |
| E. ( ) Skilled labour   | J. ( ) Other               |
- (28)

12. Which of the income categories below best describes your annual family income?  
Just give me the letter.

- |                           |                            |
|---------------------------|----------------------------|
| A. ( ) under \$6,000      | D. ( ) \$12,000 - \$14,999 |
| B. ( ) \$6,000 - \$7,999  | E. ( ) \$15,000 and over   |
| C. ( ) \$8,000 - \$11,999 |                            |
- (29)

TAKE CARDS BACK

Do you have any specific comments to make about Old Fort Henry?

.....  
.....  
.....  
.....

(30)

\_\_\_\_\_  
(Interviewer's Signature)



THE OLD FORT HENRY ECONOMIC SURVEY, 1971

Location .....

SCHOOL AND OTHER CHILDREN GROUPS

Date .....

The Ontario Department of Tourism and Information

Hello, my name is .....of the Department of Tourism and Information. We are conducting a survey on Old Fort Henry and I would like to ask you a few questions about your visit.

SPEAK TO THE HEAD (TEACHER) OF THE GROUP

1. Have you visited Old Fort Henry before?      Yes 1(    )      No 2(    )      (5)  
    If yes, how many times?      .....      (6/7)
2. Including yourself, how many adults (18 and over)  
    are there in your party (bus-group)      .....      (8/9)  
    - and how many children?      .....      (10/11)
3. In what town or city do you reside? .....      (12)  
    Province or State? .....      (13)
- 4a. What would you estimate your group spent for pupil  
    on today's visit?      \$.....      (14/16)
- 4b. Could you estimate how much have your whole group  
    spent on today's visit to Old Fort Henry for items  
    such as: fees, gifts, shopping, food, fuel, last  
    night's accommodation away from home (if any), etc.?      \$.....      (17/20)

SHOW THE MAP OF THE KINGSTON AREA

5. How much of the above total (4b) was spent in the  
    Kingston area (Kingston & immediate vicinity)?      \$.....      (21/24)

IF RESIDENT IS OF THE KINGSTON AREA, GO TO QUESTION #7

6. How much time have your group spent in the area?  
    either hours      .....      (25/26)  
    or days (if any)      .....      (27/28)
7. How would you generally classify the socio-economic level of  
    your students?  
    1 (    ) Upper level  
    2 (    ) Middle level  
    3 (    ) Lower level      (29)



What is the reaction of your students to Old Fort Henry?

.....

.....

.....

.....

(30)

---

(Interviewer's Signature)





THE UPPER CANADA VILLAGE ECONOMIC SURVEY, 1971

Location .....

The Ontario Department of Tourism and Information

Date .....

Hello, my name is ..... of the Department of Tourism and Information. We are conducting a survey on Upper Canada Village and I would like to ask you a few questions about your visit.

SPEAK TO THE HEAD OF THE PARTY

- 1. Have you visited Upper Canada Village before? Yes 1( ) No 2( ) (5)  
If yes, how many times? ..... (6/7)
- 2. Including yourself, how many adults (18 and over) are there in your party? ..... (8/9)  
And how many children? ..... (10/11)
- 3. In what town or city do you reside? ..... (12)  
Province or State? ..... (13)
- 4. How much have you (whole party) spent on today's visit to Upper Canada Village for items such as: fees, gifts, shopping food, fuel, last night's accommodation away from home (if any), etc.? \$..... (14/16)

SHOW THE MAP OF THE MORRISBURG - CORNWALL AREA

- 5. How much of the above was spent in the Morrisburg-Cornwall area which stretches along Hwys. 401 and 2 from the towns of Morrisburg to Cornwall (inclusively)? \$..... (17/19)

IF RESIDENT IS OF THE MORRISBURG - CORNWALL AREA, GO TO QUESTION #10

- 6. What was your main reason for visiting this region (the Morrisburg-Cornwall area) of Ontario? CHECK ONE BOX IN FIRST COLUMN (20)
- 7. What other reason did you have for visiting this region? CHECK ONE BOX IN SECOND COLUMN (21)

	Main Reason for Visit (20)	Other Reason (21)
1. Visit Upper Canada Village	1( )	1( )
2. Just vacationing	2( )	2( )
3. Cottaging	3( )	3( )
4. Visiting friends/relatives	4( )	4( )
5. Pilgrimage	5( )	5( )
6. Camping	6( )	6( )
7. Business	7( )	7( )
8. Shopping	8( )	8( )
9. Other reasons	9( )	9( )

(PLEASE WRITE IN .....)



8. How much time have you spent in the area?

either hours..... (22/23)

or days (if any) ..... (24/25)

9. (HAND BLUE CARD) If you stayed overnight in the Morrisburg - Cornwall area, what type of accommodation did you use last night?

- |                                  |                                |
|----------------------------------|--------------------------------|
| A. ( ) Home of friends/relatives | F. ( ) Resort/lodge            |
| B. ( ) Own cottage               | G. ( ) Cabins/cottage, rented  |
| C. ( ) Hotel                     | H. ( ) Hostel                  |
| D. ( ) Motel                     | I. ( ) Campground/trailer park |
| E. ( ) Motor Hotel               | J. ( ) Other                   |
- (26)

10. How did you first become interested in visiting Upper Canada Village?  
(DO NOT READ LIST)

- |   |                                   |
|---|-----------------------------------|
| A. ( ) Recommended by friends/relatives | H. ( ) Magazine/newspaper article |
| B. ( ) Travel Agent                     | I. ( ) Television advertising     |
| C. ( ) Government travel office         | J. ( ) Radio advertising          |
| D. ( ) Travelogue or documentary movie  | K. ( ) Other (specify)            |
| E. ( ) Advertising in magazine          |                                   |
| F. ( ) Advertising in newspaper         |                                   |
| G. ( ) En route                         | L. ( ) Don't know, don't recall   |
- (27)

11. (HAND WHITE CARD) Would you tell me your occupation? Just give me the letter.

- |                         |                            |
|-------------------------|----------------------------|
| A. ( ) Professional     | F. ( ) Unskilled labour    |
| B. ( ) Managerial/owner | G. ( ) Farmer              |
| C. ( ) Sales            | H. ( ) Retired/householder |
| D. ( ) Clerical         | I. ( ) Student             |
| E. ( ) Skilled labour   | J. ( ) Other               |
- (28)

12. Which of the income categories below best describes your annual family income?  
Just give me the letter.

- |                           |                            |
|---------------------------|----------------------------|
| A. ( ) under \$6,000      | D. ( ) \$12,000 - \$14,999 |
| B. ( ) \$6,000 - \$7,999  | E. ( ) \$15,000 and over   |
| C. ( ) \$8,000 - \$11,999 |                            |
- (29)

TAKE CARDS BACK

Do you have any specific comments to make about Upper Canada Village?

.....  
.....  
.....  
.....

(30)

\_\_\_\_\_  
(Interviewer's Signature)



THE UPPER CANADA VILLAGE ECONOMIC SURVEY, 1971

Location.....

SCHOOL AND OTHER CHILDREN GROUPS

Date .....

The Ontario Department of Tourism and Information

Hello, my name is ..... of the Department of Tourism and Information. We are conducting a survey on Upper Canada Village and I would like to ask you a few questions about your visit.

SPEAK TO THE HEAD (TEACHER) OF THE GROUP

1. Have you visited Upper Canada Village before?    Yes 1(    )    No 2(    )    (5)  
    If yes, how many times ..... (6/7)
2. Including yourself, how many adults (18 and over)  
    are there in your party (bus-group) ..... (8/9)  
    - and how many children? ..... (10/11)
3. In what town or city do you reside? ..... (12)  
    Province or State? ..... (13)
- 4a. What would you estimate your group spent for pupil  
    on today's visit?    \$..... (14/16)
- 4b. Could you estimate how much have your whole group  
    spent on today's visit to Upper Canada Village for  
    items such as: fees, gifts, shopping, food, fuel,  
    last night's accommodation away from home (if any),  
    etc.?    \$..... (17/20)

SHOW THE MAP OF THE MORRISBURG - CORNWALL AREA

5. How much of the above was spent in the Morrisburg -  
    Cornwall area which stretches along Hwys. 401 and  
    2 from the towns of Morrisburg to Cornwall (inclusively)  
    \$..... (21/24)

IF RESIDENT IS OF THE MORRISBURG - CORNWALL AREA, GO  
TO QUESTION #7

6. How much time have your group spent in the area?  
    either hours ..... (25/26)  
    or days (if any) ..... (27/28)
7. How would you generally classify the socio-economic level of  
    your students?  
    1 (    ) Upper level  
    2 (    ) Middle level  
    3 (    ) Lower level    (29)



What is the reaction of your students to Upper Canada Village?

.....  
.....  
.....  
.....

(30)

---

(Interviewer's Signature)





## Location .....

Date .....

As a preliminary question, are you leaving this park/campsite for good or just temporary?

1. Have you visited St. Lawrence Parks before? Yes 1 ( ) No 2 ( ) (5)

If yes, how many times? ..... (6/7)

2. Including yourself, how many adults (18 and over) are there  
in your party? .....

- and how many children? ..... (10/11)

3. In what town or city do you reside? ..... (12)

Province or State? ..... (13)

4. Did you stay in this park/campsite over the last night?

Yes 1 ( )      No 2 ( )      (14)

IF "YES", GO TO QUESTION #7

5. How much have you (whole party) spent on today's visit to this park/campsite for items such as: fees, gifts, shopping, food, fuel, last night's accommodation away from home (if any), etc.?

SHOW THE MAP OF THE ST. LAWRENCE AREA

6. How much of the above was spent in the park and its vicinity (about 10 miles) on the Ontario side of St. Lawrence River? \$..... (18/20)

QUESTION #7 FOR OVER-NIGHT VISITORS ONLY

7. How much have you (whole party) spent in the park and its vicinity  
(about 10 miles) while staying in this park/campsite \$..... (20/23)



8. What was your main reason for visiting this region (the St. Lawrence Area) of Ontario? CHECK ONE BOX IN FIRST COLUMN (24)

9. What other reason did you have for visiting this region? CHECK ONE BOX IN SECOND COLUMN (25)

	Main Reason for Visit (24)	Other Reason (25)
1. "Enjoy park/campsite"	1( )	1( )
2. Just vacationing	2( )	2( )
3. Cottaging	3( )	3( )
4. Visiting friends/relatives	4( )	4( )
5. Pilgrimage	5( )	5( )
6. Camping	6( )	6( )
7. Business	7( )	7( )
8. Shopping	8( )	8( )
9. Other reasons	9( )	9( )

10. How much time have you spent in the area?

either hours ..... (26/27)

or days (if any) ..... (28/29)

11. (HAND BLUE CARD) If you stayed overnight in the St. Lawrence Area, what type of accommodation did you use last night?

- |                                  |                                |      |
|----------------------------------|--------------------------------|------|
| A. ( ) Home of friends/relatives | F. ( ) Resort/lodge            |      |
| B. ( ) Own cottage               | G. ( ) Cabins/cottage, rented  |      |
| C. ( ) Hotel                     | H. ( ) Hostel                  |      |
| D. ( ) Motel                     | I. ( ) Campground/trailer park |      |
| E. ( ) Motor Hotel               | J. ( ) Other                   | (30) |

12. How did you first become interested in visiting St. Lawrence Parks (DO NOT READ LIST)

- |   |                                   |      |
|---|-----------------------------------|------|
| A. ( ) Recommended by friends/relatives | H. ( ) Magazine/newspaper article |      |
| B. ( ) Travel agent                     | I. ( ) Television advertising     |      |
| C. ( ) Government travel office         | J. ( ) Radio advertising          |      |
| D. ( ) Travelogue or documentary movie  | K. ( ) Other (specify)            |      |
| E. ( ) Advertising in magazine          |                                   |      |
| F. ( ) Advertising in newspaper         |                                   |      |
| G. ( ) En route                         | L. ( ) Don't know, don't recall   | (31) |

13. (HAND WHITE CARD) Would you tell me your occupation? Just give me the letter.

- |                         |                            |      |
|-------------------------|----------------------------|------|
| A. ( ) Professional     | F. ( ) Unskilled labour    |      |
| B. ( ) Managerial/owner | G. ( ) Farmer              |      |
| C. ( ) Sales            | H. ( ) Retired/householder |      |
| D. ( ) Clerical         | I. ( ) Student             |      |
| E. ( ) Skilled labour   | J. ( ) Other               | (32) |



14. Which of the income categories below best describes your annual family income?  
Just give me the letter.

A. ( ) under \$6,000

B. ( ) \$6,000 - \$7,999

C. ( ) \$8,000 - \$11,999

D. ( ) \$12,000 - \$14,999

E. ( ) \$15,000 and over

(33)

TAKE CARDS BACK

Do you have any specific comments to make about St. Lawrence Parks?

.....  
.....  
.....  
.....

(34)

---

(Interviewer's Signature)



THE ST. LAWRENCE PARKS ECONOMIC SURVEY, 1971

Location .....

SCHOOL AND OTHER CHILDREN GROUPS

Date .....

The Ontario Department of Tourism and Information

Hello, my name is ..... of the Department of Tourism and Information. We are conducting a survey on St. Lawrence Parks, and I would like to ask you a few questions about your visit.

As a preliminary question, are you leaving this park/campsite for good or just temporary?

IF FOR GOOD, START THE INTERVIEWING

SPEAK TO THE HEAD (TEACHER) OF THE GROUP

1. Have you visited St. Lawrence Parks before? Yes 1( ) No 2( ) (5)  
If yes, how many times? ..... (6/7)
2. Including yourself, how many adults (18 and over) are there in your party (bus group)? ..... (8/9)  
- and how many children? ..... (10/11)
3. In what town or city do you reside? ..... (12)  
Province or State? ..... (13)
4. Did your group stay in this park/campsite over the last night? Yes 1( ) No 2( ) (14)

IF "YES", GO TO QUESTION # 7

- 5a. What would you estimate your group spent per pupil on today's visit? \$..... (15/17)
- 5b. Could you estimate how much have your whole group spent on today's visit to this park/campsite for items such as: fees, gifts, shopping, food, fuel, last night's accommodation away from home (if any), etc.? \$..... (18/21)

SHOW THE MAP OF THE ST. LAWRENCE PARKS AREA

6. How much of the above total (5b) was spent in the park and its vicinity (about 10 miles) on the Ontario side of St. Lawrence River? \$..... (22/25)





QUESTIONS 7a and 7b ARE FOR OVER-NIGHT VISITORS ONLY

7a. What would you estimate your group spent per pupil in the park and its vicinity (about 10 miles) while staying in this park/campsite?

\$..... (26/28)

7b. Could you estimate, how much have your whole group spent in the park and its vicinity during the visit?

\$..... (29/32)

8. How much time have your group spent in the area?

either hours ..... (33/34)

or days (if any) ..... (35/36)

9. How would you generally classify the socio-economic level of your students?

1 ( ) Upper level

2 ( ) Middle level

3 ( ) Lower level

(37)

What is the reaction of your students to this park/campsite?

.....  
.....  
.....  
.....

(38)

\_\_\_\_\_  
(Interviewer's Signature)





